

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXVII. NEW YORK, DECEMBER 25, 1901. No. 13.

The Philadelphia RECORD
prints more department store
advertising, every day, than
any other paper, not only in
Philadelphia, but in the world.

*The owners of Philadelphia's great stores know by their
returns that the RECORD is read by many more and goes
into more homes than any other Philadelphia paper.*

Circulation, 185,000.

Rate: daily and Sunday, 25 cents per
line, subject to contract discounts.

New York Office:
185 World Building.

Advertising Manager,
Philadelphia.

Chicago Office:
1210 Poyce Building.

Why Take Anything for Granted?

Advertising is so practical a part of business that every one should admit the justice of making comparisons before disposing of an advertising appropriation. We urge advertisers to do this. We are so secure in our position that we can do so with impunity. No one who knows what the Pittsburgh papers have accomplished in the last five years can doubt the leadership of

The Pittsburgh Gazette

Its pages show such a healthy array of advertising that advertisers everywhere are talking about it. The Gazette is the best morning medium, and getting better—carries the largest volume of advertising of all the morning papers.

**Sworn Average Daily Circulation for
October, 1901, 51,573**

W. R. ROWE, BUSINESS MANAGER.

J. E. VAN DOREN SPECIAL AGENCY,
PUBLISHERS' DIRECT REPRESENTATIVE,

407-413 Temple Court,
NEW YORK.

1105-1106 Boyce Building,
CHICAGO.

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A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXVII.

NEW YORK, DECEMBER 25, 1901.

No. 13.

WHEN SOLICITING ADVERTISEMENTS.

By Miss Miriam Zieber.

Whether you solicit ads by mail or by personal application, bait your hook according to the fish you want to land: don't write or talk commonplaces to an artist, and aesthetics to a rag merchant. In all cases the character of the persons asked for ads must be taken into consideration; and this word, "character," stands for more than is generally supposed, so that a reasonable study of the broad lines of human individuality will well repay an up-to-date advertiser.

There are six grand divisions of character: the spiritual, reflective, aesthetic, domestic, moral or social, animal or sensual, and every minor quality of man belongs to one or the other of these.

Surely such different natures may easily be distinguished, and when their widely dissimilar characteristics are once recognized they may be played upon as readily as a musical instrument is performed on, and with like results—harmony or discord. The advertiser cannot afford to strike any but the right strings of the human harp, and even these must be knowingly and skillfully fingered, never jarred.

Suppose, then, a man, known to be of a spiritual cast of mind, is to be approached for business purposes; do not for a moment treat him as you would a person whose manner betrayed the sharp man of the world, and whose character came under the head of moral or social domination, in which make-up watchfulness, cautiousness, self-esteem, conventionality and other unspiritual qualities occupied large mental areas.

Nor bargain with the reflective character as you would with the aesthetic, for in the first the reason and understanding need to be satisfied, but in the second the ideal presentation of a thing will carry more weight. When he comes to the domestic man, all an advertiser has to do is to consider some of the ruling home interests and act accordingly. The individual whose animal nature may be seen at a glance needs, of course, to be appealed to through one or the other of the animal traits: appetite, destructiveness, secretiveness, acquisitiveness, etc.

So much being understood, it remains to show how these six diverse intelligences may be known. At first thought it seems almost impossible to place each human being in sufficiently clear light to read his ruling desires; yet it is done every day by those who have learned which keys fit certain locks, and who never submit visionary schemes to practical people.

The first idea likely to occur to a skeptical reader: that the leading characteristic of all business men is to make money, shall at once be confuted by the statement that acquisitiveness, the central motive prompting the money-lover, is a distinctively animal trait, and therefore rightfully belongs to the lowest type of human nature. The right way to enter into a full comprehension of the difficulties of the case is to ask, why does a man like to make money? Because he loves something else better. There is your key; now for the lock. What does the man care for more than for money? That on which he spends leisure time and to which he goes for amusement.

Now for the application of these principles of character read-

ing. Let the reader at once divest himself of the notion that such a complex thing as human character may be read by looking at the head or face, for this cannot be done to any appreciable degree; one long conversation on the six topics suited to the six forms of character will teach a student of the subject more about his companion than years of experiments at "bump-reading" and physiognomy, not because the formation of a man's head and face is to be ignored, but by reason of the immense power of heredity and the influence of environment.

In business the necessity of first "scenting" the type of man is paramount. All men, women and children carry a certain "sphere" about their persons, houses, places of business and correspondence. This the advertiser should be able to detect. After he feels assured that one rather than any of the other five styles of character belongs to a person, let the six notes be tuned for the customer's selection. In plain words, lead your man to betray by which method he desires to add to his income, and adjust your solicitations, arguments, and later your ads, to the peculiar bent of mind he displays.

If a personal interview be out of the question, find some means to ascertain what he most affects out of business hours. If art be a favorite pursuit, it, above all else, is the note to be struck, unobtrusively, of course, in your dealings with the man who likes it; and in his ads the picture, more than the written word, will find favor. A very domestic man would, naturally, prefer such wordings as bring out home scenes, wife and children, etc.

No matter what business men may be in, the methods of modern advertising can introduce any and all subjects, and as fitting mental associations as the Rock of Gibraltar and an insurance company may be set forth any day. Therefore, when you solicit ads, don't forget the half-dozen keys that unlock as many doors to the advertiser's success—and don't ever apply the wrong key.

RURAL FREE DELIVERY.

The *Editor and Publisher*, of New York, in its issue of December 14, has the following to say upon the subject of rural free delivery. The writer might also have mentioned the advantages which the constant extension of the system brings to mail order advertisers in particular, and all advertisers in general:

Perhaps nothing illustrates the remarkable growth of this country in so effective a manner as the expansion of the postal service. President Roosevelt, in calling attention to the growth of the postal service in his message to Congress, states that the revenues have doubled and the expenditures have nearly doubled within twelve years. The receipts, however, grow so much faster than the expenses that the deficit has been steadily reduced from \$11,411,779 in 1897 to \$3,923,727 in 1901.

No feature of the postal service established in years has done so much to increase the number of readers of newspapers and thus swell the receipts of the postal service department, as the inauguration of the rural mail service.

Formerly the benefits of free delivery were enjoyed solely by the residents of the cities and the large towns. Now the farmers, even in remote districts, have their mail delivered to them daily at their homes. This has stimulated rural intellectual life to a remarkable degree and has placed the country people on practically the same plane as the residents of the cities.

The number of rural routes now in operation is 6,009, all of which have been established within three years, and there are 6,000 applications awaiting action. It is expected that the number in operation at the end of the current fiscal year will reach 8,600. When this point is reached, daily mail will then be delivered to the doors of 5,700,000 people who have heretofore been dependent upon distant offices.

The newspapers are already beginning to feel the effect of rural delivery upon their circulations. This applies more especially to the dailies in the small cities. Some publishers claim that the establishment of the rural delivery has affected them adversely by bringing their newspapers in more direct competition with the papers of great cities.

Rural delivery has perhaps been of more assistance to the publishers of the morning than the evening newspapers, for the reason that the carriers start on their routes in the rural districts soon after the papers are printed. The papers published the night before must lie in the postoffice until the next morning before they can be delivered to the subscribers.

The farmer who was formerly content with his weekly paper will now insist upon receiving a daily newspaper.

THE merchant who hires a good advertising man and then lets him alone, generally has the best advertising.—*Salt Lake Tribune.*

Advertising in

The Sun

Yields Large
Returns.

Address

THE SUN, NEW YORK.

WHEN NOT TO ADVERTISE.

There appears to be a deep-rooted opinion in the minds of publishers generally that, once a man has started advertising, he ought never to stop. It is true that they do not exactly say this, but they act it. They give the advertiser clearly to understand what they mean, and though they welcome business when first given, if, by any chance or for any reason, it is taken away from them, they resent this as a personal insult and virtually call the advertiser either a fool or a knave—or both.

Most publishers are blest with brains and they cannot help using them to their own advantage at times, but if they would only make it a part of their creed that the average advertiser also has brains and knows when and how to use them, they would gain a still greater reputation for intelligence.

An advertiser, as a rule, has usually as good a reason for withdrawing his advertising as he has for beginning to advertise—he consults the exigencies of his business. It is fairly reasonable to suppose that he knows more about that business than any publisher can. It is also within the bounds of probability that he regards the publisher, in any case, as a man who is glad to get money out of the advertiser whether the ads are paying him or not. He knows best himself how they are paying, and it is the wisest course to let him decide what he shall do about it. The publisher who tries to force an advertiser to continue in his paper when the advertiser does not want to continue is more than foolish. If the ad were paying—and he had no other reason—it is not likely that the advertiser would withdraw, because it would be obviously against his interests to do so.

But, though the ad may be paying and paying well, he may have another very valid reason for stopping his ad, and, when the publisher is told what that reason is, I question his right to protest. I think he would be doing his own future business a positive benefit

by cheerfully acquiescing in the proposed withdrawal and waiting until the reason for it had been removed. And here is the reason I allude to—by no means an uncommon one in these days.

A man manufacturing a certain line of goods has a factory and a staff that can produce a given quantity per day or per week. To create a demand for the goods he begins to advertise them. There is soon a growing market for them and the sales steadily increase. By and by there comes a time when the supply only equals the demand, then the latter increases while the former remains stationary—more goods are called for than can be supplied. What is the manufacturer going to do? He simply asks himself one question: "What caused the demand? Advertising. Then, to stop the demand, temporarily I must stop advertising." And he does so.

But the publisher and his solicitors and general advisers get up on their hind legs and say:

"No, you must not do anything of the kind! Stop your advertising indeed! What? and cheat us out of the money you pay for that space? Don't be foolish! What you have to do is to increase your force of workpeople and build or hire a bigger factory. Make the supply equal the demand. Turn out more goods, turn 'em out quicker, put more people to work, buy more machinery, get more room, but don't—don't you dare stop your advertising!"

All of which seems very plausible and practical from the publisher's standpoint, but the advertiser knows best whether he can afford to follow the advice—whether it is convenient or proper for him to do so. He naturally hesitates to increase his expenses without reasonable thought. He may have other private reasons for not building, renting or increasing his staff.

Seems to me that the advertiser who has a right to go into a medium ought to have the right to come out if he wants to, at the end of his contract, and that, too, without entering into minute details of his reasons for so doing.

THE Evening Wisconsin

MILWAUKEE

A man is best known by his neighbors.

A newspaper is best known by the people
of the city in which it is published.

This is also true of

THE Evening Wisconsin

It is used by all advertisers in the city of
Milwaukee who do any general adver-
tising at all. This is the estimate of the
newspaper by the business community of
the city.

This can be said of very few newspapers
in any City.

BOSTON NOTES.

By Dean Bowman.

The law of the land prohibits the use of the flag for advertising purposes, but Bostock, "the animal king," on opening his new arena in Boston, used our National emblem to do some extraordinary good advertising for his show. After leasing the Cyclorama Building he conceived the idea of encircling the interior with one gigantic flag, and in its manufacture it required 7,325 yards of bunting, keeping 23 women and six men busy for 12 days in its construction, and is claimed to be the largest representation of the National colors ever attempted. It has brought forth from the press many complimentary notices.

* * *

The noted mineral water "Moxie" is to be tried this season as a winter beverage, with a hope of making it an all year 'round drink. The summer sales in this vicinity have been pushed to the utmost by the best advertising ingenuity ever employed in New England, and now the corporation controlling the nerve nourisher is going to try to make people believe they want and need it all the time, and have opened a vigorous campaign of newspaper advertising.

* * *

One of the rapid roads to riches nowadays is the promotion of stock companies, and the mania seems to have seized some of our otherwise quiet and unobtrusive advertisers. Probably the most extensive and intricate plan for letting everybody in on the ground floor of a big paying investment is the offer now made by Dr. Seth Clark & Company, who put up "Neurogen" at 408 Atlantic avenue. In their ad to sell shares in the new company they say that the patent medicine business makes money in big chunks and claim the profit on a \$1 bottle is 250 per cent. They will sell 10 shares for \$4, or 1,000 shares for \$400, and as a big inducement to the early bird they will put the first applicants on the general advisory committee so that the shareholders can participate in

making the business a success, which is but another way of saying that they will make the shareholder an agent to sell shares on commission.

* * *

But of all the schemes, this one announced as a "profit sharing plan" certainly is the slickest. It is the idea of Washburn, the credit clothier, at 465 Washington street, and asserts to pay a dividend to patrons of the house on past purchases. Clothing is sold on payments, and on his books are the names of hundreds whose accounts have been closed. To these there comes a notice that a dividend has been declared, now due them, and will be paid on the next purchase made, and in many instances the plan has succeeded in bringing back the old customers.

* * *

In presenting turkeys this year to their employees for Thanksgiving, the Mellin's Food Company treated all hands alike, and gave every man, woman and child on their pay roll a big fat bird. The company is an original "invader," and its export trade is booming with the new order of things. Plans are being made to keep up with the American condensed milk companies in their contemplated invasion of new territory in European countries.

* * *

The Pine Tree State Club of Boston has just entertained the Governor of Maine, Dr. John F. Hill, so well and favorably known to advertisers as a member of the Vickery & Hill Publishing Company, of Augusta, and it was stated at the banquet that next year the Hon. P. O. Vickery, now State Senator, would be a candidate to succeed his partner as governor.

THE PLAIN AD.

The plainest advertisement is nearly always the one that anybody can see at a glance. There are no frills about it, and there seems to have been no particular effort to achieve anything startling; but you can get more information out of such an advertisement at a single glance than you can with two glances at any of the others.—*New England Grocer.*

* * *

"ALL that goes wrong is somebody's fault."—*The Portion of Labor.*

Something About NEWARK

NEW JERSEY.

Newark

by the census of 1900, was accredited a population of 246,070, making it the sixteenth city of the country. These figures fall far short of conveying an adequate idea of the commercial importance of Newark. Because of its location and environments it is the hub, the business and shopping center of a community of 600,000. = = =

Newark

because of its great diversity of manufactures, enjoys almost unbroken prosperity and occupies a unique position in the advertising world. It has 3,500 industrial establishments, with from 5 to 2,500 employees each. It is one of the wealthiest cities in the country, its wealth per capita being larger than that of most large cities. One savings institution alone carries 40,000 accounts, with a total of \$14,000,000. = = = = =

NEWARK EVENING NEWS

reaches over ninety-five per cent of the occupied houses of Newark. = = = = =

"A word to the wise is sufficient."

M. LEE STARKE,

MANAGER GENERAL ADVERTISING.

NEW YORK: Tribune Building.

CHICAGO: Boyce Building.

GETTING THE FACTS.

By Seth Brown.

Experience proves this to be a hard problem. Those who have written ads for the sound of the words don't appreciate it. They don't know real advertising. The advertising man that is satisfied with just what the firm says about their goods will be apt to write poor advertising about their goods. The firm know important things, but often they don't study cause and effect as, carefully as they should. This should be one of the ad man's strong points. He should know why people buy. Goods are selected for a reason. The quality and price are not always the reasons. The use should be suggested as well. It often is the matter of most importance.

There are reasons that induce buying that cannot be learned off-hand. It requires study. After all the reasons are plain then comes the part of discrimination, to decide which one shall be featured. Get back to first principles. Put yourself in the place of the buyer. If you cannot do this, get some one else to do it for you. Listen to the questions asked by a customer. They may be foolish questions from the standpoint of the firm, but they are worthy of consideration.

The study of human nature, what influences induce trading, raises advertising above the level of words and pictures. People read with relish the announcement that gives information they want. A lot of firms give special importance to a process of manufacture, to a style, package and other things that in themselves are important, but are they the elements that interest buyers? Why does he buy? Upon what does he depend in making selections? He is interested in the quality of material and process of manufacture just so far as it effects the usefulness and durability of the product. You can burden him with lots of facts about where the iron, steel, wool, cotton or chemical comes from, how it is shaped and fashioned and other trade details of your business, and

if these steps are necessary to prove the goodness of your goods, all right. Generally this is not the case. A practical demonstration is always best.

A manufacturer of street railway supplies gave me a trolley wire splicer to advertise. It was truly an ingenious affair. He explained minutely how it was made. I found strength was its feature. I went to a car barn and had two wires spliced with this device, fastened to two trolley cars and then had the cars started in opposite directions. They could not break the splicer. I took a picture of the cars, got a statement of the test from the superintendent of construction, and that was the basis of a good ad. I proved the strength of the splicer and people commenced to buy, without knowing all the details of its manufacture.

Demonstration is good advertising.

It takes longer to get the facts than it does to write the ad. The long range, so much a page, advertisers are not successful because they don't get the best facts. They can not do it.

Another illustration: A company was making a mechanical rubber device that was an insignificant part of their business. They had experimented a good deal, and accidentally hit upon a combination of rubber that did the business. They had a small trade on the item, were making it for a few concerns and gave little attention to it. I was given the article to advertise. I hunted up the man that used our goods. He explained to me wherein they were good, what the trouble had been and how it had been overcome. I learned from the customer, and not the manufacturer, the goodness of their own goods. I advertised its good points. Today it is a standard device for this line of work, and it has risen from a trivial feature of their business to one of importance.

Facts first. Interesting facts to commence. Facts upon which they make choice. Then words. Then pictures. Then printing. That is about the relative order.

THE EXTREME POINT

so far reached by newspapers was reached by the

Christmas Edition *of the*

NEW YORK JOURNAL AND AMERICAN

(Issued December 8, 1901)

It carried more advertising than was ever before published in any one issue of any publication in the world. The total number of columns of advertising was

503 $\frac{1}{4}$ That is to say, *More than 10,000 inches of advertising. More than 140,000 lines of advertising =*

which is equivalent to **503 $\frac{1}{4}$ pages** of Magazine advertising on the basis of square inches occupied.

BESIDES There was greater numerical representation from advertisers all over the country than ever before appeared in any one publication. The *character* of the advertising was higher than that of any other publication ever issued in the country.

From the Publisher's Standpoint

There was more money, net, in the *Sunday Journal, Christmas Edition*, than was ever before represented in a single issue of any publication in the world.

BY WAY OF POSTSCRIPT

The circulation of the *Sunday Journal* exceeds the *combined* circulation of the *Sunday World*, *Sunday Sun*, *Sunday Times* and *Sunday Press*.

ADVERTISING LOCOMOBILES.

The Locomobile Company of America, with New York offices at 7 E. 42d street, began advertising its automobiles about two years ago, and its page ads have since been a feature of the advertising sections of most of the well-known magazines—so marked a feature that they have sold over 3,500 machines in that period.

"We have used practically all of the monthlies and some of the weeklies," said Mr. J. A. Kingman, recently. "At present we are in about ten or twelve of the former. As for newspapers, we have used them very sparingly, principally for announcements, and do not find them suitable for our purpose. American magazine advertising is immensely profitable, without question, especially the cheap magazines—the ten-cent ones. You would think that so costly an article as an automobile—one of the most costly single articles advertised, perhaps—could be exploited to advantage only in the high-priced monthlies. But we find that the ten-cent magazine is an eminently good medium for our uses. The cheap magazine is growing better every year, for one thing; it is interesting, timely, well gotten up and within the means of every class. Furthermore, it is read at times when people have leisure, whereas the newspapers crowd upon one another's heels breathlessly and are quickly forgotten. Again, the ads are features of the ten-cent monthlies, and are taken as part of them. As for the class of people who read them being unable to buy automobiles—well, I don't think much of this talk about 'classes of people' and 'quality of circulation.' We find profit in reaching all classes, because all classes are interested in our vehicles—and they become buyers, too. Many of the people who become our customers will set one to speculating, as to where they get the money to afford what is commonly looked upon as a luxury. We have found all maga-

zines profitable with the exception of one or two of a very cheap sort, which I will not name.

"We usually take page spaces, filling them with half-tones and a very few words of text. The pictures that form a feature of our advertising never cost us anything, but are sent in by admirers of the locomobile. In fact, our customers seem to have a perfect passion for doing startling and sensational things with our machines. Mr. S. W. Egerton, who went from John O'Groats in Scotland to Land's End in England last December, made the trip wholly of his own accord, sending us pictures that have attracted wide attention in our ads. Mr. W. B. Felker, who climbed Pike's Peak in a locomobile last August, did so without our knowledge. Our first news of him was a telegram dated at the summit: 'First auto over here; worst roads and steepest hills in America.' Another of our star customers is an engineer with the British army in South Africa. He recently used a locomobile in exploring some abandoned mines at Klein-Nek, and I have just received a very interesting letter from him. Other customers break records for us in various races and road runs, and we find the matter that they send us very useful in our literature. They are rather given to sensationalism in some of their exploits, and we frequently have difficulty in convincing prospective purchasers that our machines have actually performed such feats.

"We have never made any attempt to key our advertising, for we do not think it necessary. We find that enough replies mention mediums to give us average results. Nor do we worry about circulations, for we believe that no one can ever ascertain a publication's true circulation. It is not altogether a thing of numbers. If advertising brings returns in sufficient quantity it has accomplished its purpose. We get inquiries from the most obscure places on the globe, proving that magazines have world-wide circulations.

MORE WOMEN

READ

THE TELEGRAM

regularly than all other Lowell papers combined. It is the *Home Paper* of Middlesex County, and carries more *local advertising* than any two other Lowell papers. It has done so for the past two years.

THE TELEGRAM

28 Merrimack St., Lowell, Mass.



LA BELLE CHOCOLATIERE.

Cor. No. _____

*Established 1780.**Dorchester, Mass.**Walter Baker & Co. Limited.**Chocolate and Cocoa Preparations**105 & 107 Hudson St.,**New York.**38 & 40 Lake St.,**Chicago.**12 & 14 St. John St.,**Montreal.**158 State St.,**Boston, Dec. 10th, 1901.*

We have used the American Newspaper Directory in our advertising department during the past ten years, and could not get along without it.

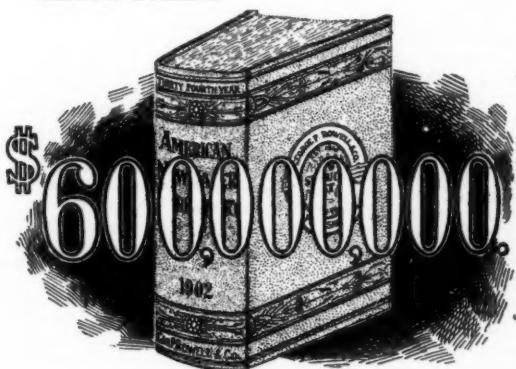
Truly yours,

Dictated by J.M.B..

Walter Baker & Co. Ltd.

Two Great Factors in a Great Country

1. American Advertising, which has attained the prominence of a National industry. Statisticians assert that the annual expenditures for advertising aggregate 600 million dollars.



2. The American Newspaper Directory—the standard publication everywhere. It directs those millions of dollars which intelligent American advertisers annually spend. With 1902 the American Newspaper Directory enters into its thirty-fourth year of consecutive publication and service.

\$5.00 per issue. Cloth bound and gold, over 1,700 pages.

Ratings and Tabulations of the entire North American Press, and a complete survey of profitable American advertising territory.

Sent postpaid upon receipt of price. Address

GEO. P. ROWELL & CO., Publishers,
10 Spruce Street, New York.

QUAKER CITY POINTERS.

The latest innovation in the Lit Brothers department store is a transfer department, which is splendidly conducted and is proving of genuine assistance to the buyer of holiday goods. It saves much annoyance and vexation, and makes the buying of a hundred articles as easy as a half dozen. The shopper simply goes from counter to counter; purchases are made and recorded, and when the shopping is completed the goods purchased are found all together in a convenient place, and one payment covers all the articles. There are several other features in this transfer department that are novel, and the whole system works smoothly and is proving of great help to the busy shopper. Another new feature in the Lit store is the "Hold Department." By this arrangement the early Christmas buyers can select any goods desired and have them laid aside until the day arrives for sending the present. Considerable space is being devoted in the daily page advertisements to the exploitation of these new departments.

The Christmas toy department of Gimbel Brothers this year by far surpasses in size and variety any similar display ever shown by this house. Gimbel Brothers make Christmas toys one of their specialties, and every season they send a buyer to Europe, who spends several months across the Atlantic and invariably brings back with him the greatest assortment to be found on the continent.

John Wanamaker's full page advertisement has not been appearing of late in the *Evening Telegraph*, of which Barclay H. Warburton (Mr. Wanamaker's son-in-law) is the proprietor, and in lieu thereof the full page announcement of Gimbel Brothers has been printed steadily. Many persons are wondering at this change, but few can assign a tangible reason. The *Evening Telegraph* since the reduction of its selling price from three cents to one cent has picked

up wonderfully in both circulation and advertising, the average for October, as printed on the editorial page, being 108,617 copies.

"Ye Olde Philadelphia" is the Wanamaker Christmas show this year, on the fourth floor. The scenes start with the landing of William Penn and run up to the Revolutionary days—not in chronological order, simply as fancy dictates. You step out of the elevator at 13th and Market streets and come upon Ye Market Place—an old-time shed in the middle of the highway. A little further is a scenic tableau depicting the landing of Penn and his treaty with the Indians. Beyond, to the left, is the famous home of Betsy Ross, in which the first American flag was made. Betsy is there, too. In this same building is an old-time piano-forte, in which a young girl is playing. Still further to the left is Carpenters' Hall; then turning to the west the Blue Anchor Inn arrests one's attention. Not only an interesting landmark of bygone days, but a modern restaurant as well, where are to be gotten things to eat, and where many do eat. Across the street is Independence Hall, looking very much as it did the day the Declaration was signed. Turning eastward is to be seen a Revolutionary barn, in which a party of merrymakers is husking corn and singing and dancing. Another striking booth holds a band of Indians, which serve as a reminder of Penn's famous treaty. The show will stay till Christmas, and is attracting thousands of sight-seers. One day last week every visitor into Ye Olde Philadelphia was presented with a fac-simile copy of *The Federal Gazette and Evening Post*, issued over one hundred years ago. The old market place and the various other booths are full of souvenirs of olden times, and the girls who do the selling are dressed in the fashion which prevailed in the year 1776, which makes the exhibit especially unique.

The American Tobacco Co.

has now invaded Philadelphia with its cigarette advertising, and large as well as strongly-displayed cards of "The Derby" and "Sweet Caporal" cigarettes are appearing in the newspapers regularly.

* * *

On Ridge avenue there is a facetious tobacconist who evidently realizes the value of advertising by means of an odd and striking sign. In front of his place of business is the following startling bulletin:

Pipes to hit.

Tobacco to burn.

Cigars to light.

Cigarettes to kill.

At prices that will paralyze you.

The sign attracts considerable attention, and people who have the fad for collecting such things pause to copy it.

* * *

While in Snellenburg's store the other day I embraced the opportunity to see Mr. Harry M. Nathanson, one of the firm, and asked for an expression of his views on the amount of business done by holiday shoppers this year, in view of the largely increased advertising of his establishment. He said: "As Fournier with his automobiles is breaking all records, so this business breaks its own records at every point of comparison with the past. Christmas shopping never started so briskly. Business has jumped forward with such tremendous leaps that we have been compelled to almost double our staff of helpers—salespeople, cashiers, cash boys and delivery clerks, and the outlook promises still bigger things.

We have utilized every available space in our establishment, and yet, like Oliver Twist, the cry is for 'more room.' Sales, which are witnesses to increased prosperity, show an advance of about sixty per cent over the same period last year, and the number of packages sent out has increased at the same ratio. Yes, the possibilities of this business are a constant inspiration. The area of the store will be more than doubled on the first of the year, when the building now occupied by Hood, Foulkrod & Company will be annexed, which will give us the entire square from 11th to 12th and from Market to Girard streets."

CIRCULARS.

Manufacturers, as a general thing, are perfectly willing to furnish retailers with advertising matter descriptive of the goods they manufacture. By writing to the manufacturers of the leading goods he handles, the merchant can, without any expense whatever, obtain a supply of advertising literature that will advertise his store, as well, if not better, than would his "home-made" circulars.

When writing to manufacturers for advertising literature, the merchant should impress upon the manufacturer that he means business. Tell the manufacturer that if he will print your name and address on some of his advertising matter, you will see to it that whatever he sends will be judiciously distributed—that it will be distributed under your personal supervision, and that not one piece will be wasted. There are few manufacturers who would not be pleased to co-operate with the retailer, and in nine cases out of ten requests for advertising matter would meet with a favorable reply.

When the circulars come, the merchant should see to it that not a package leaves the store that does not contain advertising matter descriptive of some line of goods he handles.—*Advertising World.*

A PROPHET AND HIS OWN COUNTRY.

The majority of advertisers in WASHINGTON use THE EVENING STAR exclusively. This is because it completely covers the field.

M. LEE STARKE, REPRESENTATIVE.

NEW YORK, Tribune Building.

CHICAGO, Boyce Building.

OUR POSTOFFICE.

MR. MADDEN, THE THIRD ASSISTANT POSTMASTER-GENERAL, UNDERGOES A SEVERE MENTAL STRAIN, BUT FINALLY PROVES EQUAL TO THE EMERGENCY.

During the latter part of November the publishers of **PRINTERS' INK** arrived at a conclusion that for the purpose of impressing upon the public the great value of the Little Schoolmaster's teachings it would be well to send out a considerable number of sample copies and thereby invite not only new subscribers but advertising patronage as well.

Special Issue of Printers' Ink

The issue for January 15th, 1901, will be mailed to every Retail Dry Goods Store in the United States, numbering a total of 29,730. The names will be taken from R. G. Dun & Co.'s Mercantile Agency Reference Book. Press day, Wednesday, January 9th.

The issue for February 5th will be mailed to every Boot and Shoe Dealer in the United States, numbering a total of 31,888.

The names will be taken from The Shoe and Leather Reporter Annual. Press day, Wednesday, January 23th.

The issue for February 19th will be mailed to a complete list of all General Advertisers in the United States, numbering a total of 15,000. The names will be taken from the Reference Book of the Publishers' Commercial Union.

Press day, Wednesday, February 12th.

The primary purpose of these Sample Copy Editions is to induce new subscribers and additional advertising patronage for **PRINTERS' INK**, the Little Schoolmaster in the Art of Advertising.

Whoever has a proposition likely to interest these people can bring it to their attention by using the advertising pages of these Sample Copy Editions of **PRINTERS' INK** to better advantage probably than through any other channel.

ADVERTISING RATES, \$100 PER PAGE. SMALLER SPACE PRO RATA. ADDRESS ORDERS TO

Printers' Ink,

10 SPRUCE STREET, NEW YORK.

Bearing in mind that the Postoffice Department has a well defined prejudice against sample copy editions, and that the said Department, having failed repeatedly in its efforts to induce Congress to change the law, had lately assumed to put upon the law an interpretation not warranted by the text but conforming to the Departmental idea of what the text ought to warrant, it was thought best to tell the postoffice officials in advance just what it was proposed to do, so that if any objection to the plan existed it

might be made known before the objectionable campaign should be inaugurated. With that object in view the announcement printed above was prepared and submitted to the postmaster of the great city of New York.

When the New York postmaster's first assistant read the announcement he appeared to take alarm at the words "Special Issue" in the head line, but he did not feel quite certain that it was contrary to the law. Finally he concluded that he was not prepared to say whether there was or was not in the announcement anything that violated postoffice law or usage, and he agreed to submit the matter to the Department at Washington and endeavor to find out.

He was told it would be interesting to have this information before the press day, which would be Wednesday, December 4, and he promised to try to have it on the 2d or 3d. Not having heard from him on Tuesday, December 3, a representative of **PRINTERS' INK** called for his decision and found him still uncertain. He hoped to know either later in the day or the day following. Not having heard from him on the morning of December 4, a representative of **PRINTERS' INK** called on him again, and still he did not know, but promised to communicate with Washington by telegraph. At the time of going to press the postmaster was still hoping to hear from Washington, and the Little Schoolmaster decided to withhold the announcement until more definite information could be had. After waiting a full week more, and obtaining no information, the publishers of **PRINTERS' INK** wrote, on the 11th of December, to the Third Assistant Postmaster-General as follows:

NEW YORK, Dec. 11, 1901.

On the inclosed page, extracted from **PRINTERS' INK** of December 11, is a statement of a condition that confronts us in our business. **PRINTERS' INK** goes to press one week in advance of the publication date that appears on the paper, and to-day is our press day for the issue of December 18. Seven days had elapsed since our last interview with the postmaster, who was at that time in communication with your

department in our behalf. He informs us to-day that he stands now exactly where he did one week ago, and is still unable to tell us whether what we propose is or is not permissible. Can you not help us out of this dilemma? A reply by telegraph will greatly oblige your obedient servants.

On the 12th, the day after the second issue of PRINTERS' INK had been put to press, while the answer to this momentous question was hanging fire, its publishers were favored with the luminous telegram from Mr. Madden that is printed below:

WASHINGTON, D. C., Dec. 12, 1901.
George P. Rowell & Co., 10 Spruce street, New York, N. Y.:

Question regarding sample copies submitted by postmaster will be answered to him to-day. Department does not object to sample copy circulation proposed in advertisements provided law regulations and limitations of privilege are not violated. Such questions cannot be answered off-handedly by the department. They must be given careful consideration. Yours was expedited as much as possible under great pressure of public business. Many others of equal import to publishers are constantly waiting. Each is given its turn. (Signed.) EDWIN C. MADDEN,
Third Asst. Postmaster-General.

Inasmuch as the law itself places no limit on sample copies, and all restrictions emanate from Mr. Madden's own head, it seemed queer that he could not, after ten days' study, say whether the proposed sample copy edition does or does not go beyond the intended scope of the restrictive regulations which he had himself prepared. What a night editor Mr. Madden would make for a modern daily paper! Might he not occasionally hold the press till he lost the morning mails while he took time to decide whether to print or omit the latest weather report? No one of those who read his reply was able to aver that he had answered the question either one way or the other.

There appeared to be nothing to do but wait to hear from the New York postmaster, but at 2.45 P. M. on the 13th nothing from that source of information had come. A little later, however, a communication that is reproduced below was received:

POSTOFFICE, NEW YORK, N. Y.
Office of the Postmaster

DECEMBER 13, 1901.

Publishers PRINTERS' INK, 10 Spruce street, New York, N. Y.:

GENTLEMEN—I am in receipt of a communication from the Third Assist-

ant Postmaster-General announcing that sample copies of the three special issues of your publication, PRINTERS' INK, may be mailed at second class rates of postage, provided, that the sample copies mailed do not exceed 100 per cent of the list of subscribers of each issue, that is to say, if you have 13,000 subscribers, 13,000 sample copies may be mailed of each issue. It is not material whether the sample copies are of the same issue or back numbers of the publication. Very respectfully,

C. VAN COTT, Postmaster,
Per E. M. Morgan, Asst. Postmaster.

It will be perceived that the Department finds no objection to the proposed special editions, only stipulating that when they are larger than the regular list of subscribers the surplus copies shall not be mailed till a week after. The thing was as plain as a pike staff in the beginning. The question therefore is: Why could not Mr. Madden say so at once without causing two weeks' delay?

The only reason for delay in a decision of this sort arises from the habit of the Department of deciding one case one way and another precisely like it in some other way and keeping the whole thing secret.

If the Department would inaugurate a practice of publishing in the Postal Guide the questions of this sort that are asked and the decisions made it would soon come about that users of the mails would begin to know what their rights and privileges are, and eventually even postoffice officials might begin to have some knowledge on the subject.

NOT AS A RULE.



ONE INSERTION WILL PROVE SUFFICIENT.

Special Issue of **PRINTERS' INK** *to Distillers*

PRESS-DAY, DECEMBER 31

PUBLISHERS of first-class trade and class papers—leading dailies and weeklies, will easily recognize the distinct advantage which this special issue offers.

It is mailed to every *Distiller* in the country for the primary purpose to induce these people to become subscribers to **PRINTERS' INK**. Wines, liquors and other beverages are advertised on a larger scale than ever before, and, if you have a proposition which will interest these people, you can bring it to their attention in **PRINTERS' INK** more forcibly and cheaper than through any other channel.

Advertising rates, \$100 per page. Smaller space pro rata. Address orders to

PRINTERS' INK
10 Spruce St., New York

Special Issues of PRINTERS' INK

The issue for January 15th, 1902, will be mailed to every Retail Dry Goods Store in the United States, numbering a total of 29,780.

The names will be taken from R. G. Dun & Co.'s Mercantile Agency Reference Book.

Press day, Wednesday, January 8th.

The issue for February 5th will be mailed to every Boot and Shoe Dealer in the United States, numbering a total of 31,888.

The names will be taken from The Shoe and Leather Reporter Annual.

Press day, Wednesday, January 29th.

The issue for February 19th will be mailed to a complete list of all General Advertisers in the United States, numbering a total of 15,000.

The names will be taken from the Reference Book of the Publishers' Commercial Union.

Press day, Wednesday, February 12th.

The primary purpose of these Sample Copy Editions is to induce new subscribers and additional advertising patronage for PRINTERS' INK, the Little Schoolmaster in the Art of Advertising.

Whoever has a proposition likely to interest these people can bring it to their attention by using the advertising pages of these Sample Copy Editions of PRINTERS' INK to better advantage probably than through any other channel.

ADVERTISING RATES:

\$100 per page; half page, \$50; quarter page, \$25.

Classified advertisements without display,
25 cents a line. \$1—4 lines, 28 words—may be
worked into an effective ad among the
classified columns.

ADDRESS ORDERS TO

PRINTERS' INK

10 SPRUCE STREET,

NEW YORK

SAM LEITH.

S. E. LEITH,
Special Advertising Representative,
150 Nassau Street.
New York, Dec. 7, 1901.

Messrs. Geo. P. Rowell & Co.:

I have your esteemed favor of December 5, advising me that you have forwarded a copy of your 1901 Directory for use in this office. I can assure you nobody has a higher opinion of this work than I. I fully appreciate its completeness, and would state that in my work of soliciting advertisements for the papers I represent, I find it referred to by advertisers more frequently than any other directory published. If there is any question as to the correctness of my statements regarding circulation, it is usually settled by the rating accorded the paper in this directory.

Thanking you for this courtesy and with best wishes, I am,

Respectfully yours, S. E. LEITH.

Mr. S. E. Leith is the New York representative of the *Welcome Guest*, *Chicago Drovers' Journal*, *Country Gentleman*, *Chicago Sun* and *Citizen* and the *Albany Sunday Telegram*. He is brought in touch with practically all of the advertisers in the New York field.

The Little Schoolmaster believing that next to the man who buys advertising space, the one who sells it ought to be best informed on the value of circulation ratings, sent a representative to Mr. Leith with the following questions:

How much more frequently is the American Newspaper Directory referred to by advertisers in your experience than any other directory?

What other directory do you think is referred to next to the American Newspaper Directory in frequency?

Mr. Leith made the following statement:

"Every advertiser who spends \$5,000 a year keeps watch of circulations. There is no question but that the publisher who withholds a circulation statement from the directories commits an error. Advertisers buy circulation. Even though they use what are known as 'quality mediums,' they want to know how much quality they get for their money. It is more necessary for a medium to have a rating in the standard directories than for a business house to have a standing with Dun and Bradstreet.

"Every large advertiser has an advertising manager, even though the business is placed through an agency. These managers are con-

tinually on the watch for a chance to pull down rates by attacking circulation claims. Every week I see instances where a publisher loses business on account of not being properly rated in the directory.

"Seven advertisers out of ten base their calculations upon the American Newspaper Directory. The Ayer and Pettingill Directories come next. Advertisers love figures, and when a medium is rated by letters in the Rowell book, they will consult one of the others, accepting the rating if it comes near their own estimates. I have never known an advertiser to discredit an American Newspaper Directory rating, though I have personally called attention to incorrect rating in other directories.

"Advertisers know that Geo. P. Rowell & Company make no demands that are not reasonable—that any publisher can get his paper correctly rated if that is what he wants. The American Newspaper Directory is held in respect by all advertisers."

YOUNG MEN, LISTEN!

You have before you a stony, thorny path! It may lead to success, it may lead to obscurity. You think your success depends entirely upon your own efforts; it does. But suppose those efforts were backed up by sound, trustworthy advice, and truths of steel forged in the fires of experience that would help you in many difficulties! How much easier the path would be to climb. You have, perhaps, tender memories of your school days! How you wish, maybe, when you are in difficulties now, that you could go to your old schoolmaster and ask his advice! Well, why shouldn't you! Here is the Little Schoolmaster (as PRINTERS' INK is affectionately called) at your elbow.

THE LITTLE SCHOOLMASTER

can help you frequently. It has helped many young men before you, and is helping many now. If you are in business, it will keep you posted in the latest moves of successful business men, and show you the paths that led others to success. If you read, mark and inwardly digest PRINTERS' INK, you are being silently, perhaps unconsciously, trained for the career of a successful business man. Things that you read in PRINTERS' INK remain in your brain for years and then at the critical moment they bear fruit. \$5 a year for fifty-two issues, and the whole of your future may depend on it! Address, with check,

GEO. P. ROWELL & CO., PUBLISHERS,
10 Spruce St., New York.

Written by HERBERT C. RIDOUT,
208 Ashmore Road, Queen's Park, London, Eng.

NOTES.

A WISE man doesn't dig with a razor nor shave with a spade.—*Dixey*.

THIS is the age of the ad, one of the most positive proofs that this is an age of progress.—*Kansas City World*.

THE December number of Cahn, Wampold & Company's *Chat* brings its usual readable grist from Chicago.

Judge solicits advertising for its New Year number in verse that has a smack of some of that printed in its pages.

S. M. JACKSON, clothier, 112 Nassau street, New York, mails a postal in colors bearing a convincing "talk" for his \$15 suits.

THE U. S. Envelope Co., Springfield, Mass., send out a neat folder containing four samples of envelopes of different grades.

PRESIDENT ROOSEVELT has appointed Henry C. Payne, of Milwaukee, to be Postmaster-General to succeed Charles Emory Smith of Philadelphia.

A SCHOOL which teaches window card writing is the latest development in the field of advertising instruction. A concern in Neosho, Mo., offers a course covering four weeks.

THE January *National Magazine*, of Boston, will contain the first of a series of articles by Senator Mark Hanna of Ohio on the career of his friend, the late President William McKinley.

THE forty-third dinner of the Sphinx Club took place at the Waldorf-Astoria on December 11. W. B. Leffingwell, of Chicago, J. Frank Hackstaff and Chas. E. Ellis were the principal speakers.

IN a small circular the *Northwestern Agriculturist*, Minneapolis, Minn., offers to bond itself to release all advertisers from payment of bills until it proves that its minimum circulation is 56,000.

"SOME IDEAS" is a booklet setting forth the ways by which physicians can be reached through the advertising columns of the *Journal of the American Medical Association*, 61 Market street, Chicago.

THE Burg Cigar Company, New Ulm, Minn., sends the Little Schoolmaster a copy of its "Blizzard" ten cent cigar, wrapped in gold foil and attached to a neat card. The whole makes an acceptable Christmas souvenir.

THE Giesecke-D'Oench-Hays Shoe Company, of St. Louis, Mo., is offering a prize of \$100 in cash for the most appropriate name for their new line of children's school shoes. No time is given for closing the competition.

HARRISON & WYCKOFF, brokers, 71 Broadway, issue four neat brochures in which are set forth, for the enlightenment of the prospective investors, all the mysteries of puts, calls, straddles, spreads, stop orders and short sales.

"ROCHESTER and Vick's" is a brochure containing thirty views of the city and one solitary halftone of the James Vick's Sons' seed establishment. The pictures are interesting, but the advertising value of the book would have

been helped by a page or two of business talk.

F. JAMES GIBSON has returned from a trip abroad, during which he visited James Gordon Bennett in Paris, and he got back just in time to take the advertising management of the *New York Daily News* under Frank A. Munsey.

THE most up-to-date advertisement in connection with the holiday season in New York is the automobile with a made-up Santa Claus as driver. It acts as delivery wagon and advertisement for a department store on Sixth avenue.

"THE Yea and Nay of Engraving" is a handsome, factful booklet from the Barnes-Crosby Company, Chicago, containing a succinct treatise on different processes of engraving, with excellent illustrations of the firm's own production.

A MID-WINTER exposition is to be held at Topeka, Kan., from January 20 to 30. It is the first of a series to be held from time to time for the purpose of spreading information regarding the resources, products and manufactures of Kansas.

A BRIGHT little brochure called "Bright Spots" comes from the A. T. Brown Printing House, Buffalo, N. Y. "We catch the thought, you catch the thinker; we incite the request, you answer the behest," is a catch phrase from it.

Good Housekeeping, Springfield, Mass., issues a booklet which "contains a brief summary of some of the good things to appear during the coming year, and incidentally makes mention of a new rate card." The brochure is admirably gotten up.

THE Floyd-Lefevre Special Agency, with offices in New York and Chicago, will have charge of the Houston (Tex.) *Chronicle's* foreign advertising. The *Chronicle* is the pioneer 2-cent paper of Texas, and the only one that carries no ads on the front page.

Red Cross Notes is a neat house organ issued by Johnson & Johnson, New Brunswick, N. J., in behalf of their gauzes, dressings and surgical goods. It is neatly gotten up and contains much valuable information of both a technical and general nature.

THE *New York World* and *Herald* celebrated Christmas on Sunday, December 15, issuing large special editions. That of the *Herald* was notable for several pages of fine colored ads. The *Brooklyn Times'* Christmas number appeared Saturday, December 14.

WE consider it essential to our business to be correctly rated in the American Newspaper Directory. We think, further, that the system of giving the average for the calendar year is the only correct one.—*Wilmer Atkinson Company, Publishers of the Farm Journal, Philadelphia*.

It is said that the *New York Herald* will clear close to \$1,000,000 this year. In speaking of newspaper profits made in the past it is asserted that one year the *New York World* made \$850,000; the *Post* \$400,000; the profits of the

Times for this year \$250,000, and the *News* \$96,000.

THE following advertisement is taken from a North of England paper: "To Let—A house in M— street, situated alongside of a fine plum garden, from which an abundant supply of the most delicious fruit may be stolen during the season. Rent low—and the greater part taken in plums."

THE *Normal Instructor* sends out a booklet called "Evidence," filled with testimonials from advertisers who have found it a good medium. The *Normal Instructor*, according to the American Newspaper Directory, is published at Dansville, N. Y. The booklet contains no address whatever.

PRINTERS' INK is familiar to the writer as one of the most practical—if not the most practical—advertising journal published. For solid fact and for helpful suggestion PRINTERS' INK ranks among the foremost publications.—*The Westport (Conn.) Modern Embalmer*, Hanford L. Russell, Adv. Mgr.

In its issue for December 14 the *Scientific American* gave a comprehensive review of the growth of the United States navy since the war with Spain. A lithographed cover and a double page supplement picturing the 78 vessels that have been added in the past eight years were features of this special number.

Wiltshire's Magazine, published in Toronto, alleges that it was recently suppressed by the United States postoffice department for advocating national ownership of the trusts. Whether this be the real reason or not, the publication makes good use of its suppression by setting forth its own side of the matter in its advertising.

"STILL Climbing" is a folder from the Chicago *Daily News*, showing that the gain in circulation last year averages 14,846 copies daily, and that the average for November was 295,635 copies daily. A statement of the November circulation for the past ten years shows a total gain of 70 per cent. Typographically the folder is neat.

"GRAPHOLOGY" is a succinct little monograph upon character delineation in handwriting, written for the *Bookkeeper* by Mary H. Booth, 1628 South 13th street, Philadelphia, and reprinted in a small brochure by the Bookkeeper Publishing Company, Detroit, Mich. Specimens of the handwriting of great men are reproduced and analyzed.

If business is thriving, and competition not felt, do not think that advertising is a useless expenditure of money, or you will live to regret such poor judgment and awaken to the fact that younger business men, through modern methods, have passed you in the race for supremacy, leaving you to follow in their ruts and take the dust of defeat and contumely.

ONE of the questions which Mr. Vandervlip suggests and discusses in his article in the January *Scribner's* is: "If we go on selling to Europe \$600,000,000 a year more than we buy, how will Europe settle this great trade balance?" The author found that every financial

minister of Europe and the head of every imperial bank was exercised over this serious problem.

ON casually looking over some advertisements concerning trousers, here are two phrases which occurred: "The Brand Trousers—They Overtop Everything." It seems impossible to extract a meaning out of this. But shades or Byron! What can be said concerning this: "The Torches that Light the Inextinguishable Fire of Profitable Pants—Selling are Lit!" Jehoshaphat! Pants!!

THERE never was so much advertising as now, and the reason is apparent to every observing student of the time—it is simply that there was never so great a necessity for advertising. In fact, there is no success to-day in the ordinary fields of business without it, and the amount of advertising done fairly measures the success of any business.—*The Bookseller, Newsdealer and Stationer, New York.*

FRANCIS I. MAULE, advertisement writer, 402 Sansom street, Philadelphia, sends out a pointed little folder offering his services to "those who, in these days of intensely keen competition, have discovered that the only advertising that can be made to pay is such as sets them far apart from their competitors." It is well gotten up and talks smartly, though erring on the side of the cap "I," perhaps.

THE Open Court Publishing Company, of Chicago, has just issued an authorized edition of T. Sundara Row's "Geometric Exercises in Paper Folding," revised by Professor Beman, of the University of Michigan, and Professor Smith, of Teachers' College, Columbia University. This very remarkable book, published in India several years ago, is thus for the first time made available for use in this country.

AMONG the inducements necessary to offer to servant girls nowadays the subjoined ad from a Dublin newspaper ought to have the record: "General servant, age and character immaterial, light duties, consisting chiefly of superintending mistress and neglecting master; separate sitting-room; meals with family; bicycle and piano provided, also every facility for entertaining visitors. Sundays and evenings out. Wages, £52, and prospect of pension."

THE Live Poultry Transportation Company, Fisher Building, Chicago, sends out its fourteenth annual greeting in the shape of a booklet describing its service of patent poultry cars for shippers. The matter is well written and peculiarly complete, and would serve as a model for many another line of business. From dimensions and rates to photographs of its cars, the whole service of the company is set forth clearly. There are no missing facts.

THE "sandwich army" of London is 7,000 strong. In the service of one advertising contractor, it is said on good authority, have been doctors, solicitors' clerks, actors, clergymen, architects, and even a former Yorkshire squire, wealthy in better days. Sheer misfortune sometimes presses men into the service, but, according to a well-known

contractor, drink is the chief recruiting-sergeant of the army of board-bearers, whose ordinary wages vary from 1s. to 2s. 6d. a day.

The sudden death in a recent railway accident of Henry Mann, the manager of the T. B. Browne Company, Ltd., London, was a great shock to his friends and business associates in England, as well as to all in the United States who knew him. He came to New York about eight years ago as the American manager of the T. B. Browne Company, and remained here till the death of Mr. Browne. Then the New York office was closed and Mr. Mann became manager in London.

SCHEDULES in the assignment of the Nassau Advertising Company, of 7 Beekman street, show liabilities of \$14,956, nominal assets of \$13,608, and actual assets of \$851, consisting of office furniture, \$100, and good accounts, \$751. The difference between the nominal and actual assets is due to worthless and assigned accounts. Of the accounts, \$6,835 are put in as worthless, and \$3,860 have been assigned. The creditors include fifty-two newspapers and magazines in this city and 175 throughout the country.

WASHINGTON newspapers have recently been discussing the date of the first newspaper advertisement. Some maintain that it appeared in a paper called the *Impartial Intelligencer*, in 1648, and referred to the theft of two horses. A newspaper collector who is something of an enthusiast on the subject, claims that he has in his possession a copy of *Mercurius Civicus*, or *London's Intelligencer*, printed Aug. 11, 1643, which contained an advertisement of a book on the sovereign power of Parliament. This antedates the horse theft advertisement five years.

THE Evansville (Ind.) *Courier* has recently raised a fund of \$1,000, which has been used to endow a deaf-mute school in that city. By the action of the board of education the deaf-mute department of the public school system was thrown out, and the *Courier* has taken upon itself the task of educating about twenty poor little ones who are without the faculties of speech and hearing. The *Courier* is now engaged in raising another fund of \$500, which will be used for the purpose of giving the poor children of Evansville a happy Christmas.

EDITING a paper is a nice job. If we publish jokes, people will say we are rattle-brained; if we don't we are an old fossil. If we publish original matter, they say we do not give enough selections; if we give selections, they say we are too lazy to write. If we do not go to church we are heathens; if we do we are hypocrites. If we remain in the office, we ought to get out and hustle for locals; if we go out, we are not attending to our business. If we wear old clothes they laugh at us; if we wear good clothes they say we have a pull.—*Tarrytown (N. Y.) News*.

THE Christmas window of Reid, Yeomans & Cubit, the Nassau street druggists, proved conclusively that the trade in novelties has not become a depart-

ment sinecure—that a window display plainly priced will hold its own upon its merits. In fact, the department stores are so crowded during the holiday rush that many people prefer to make purchases at small stores, provided they have a good stock to select from and the prices are not unreasonable. The Reid, Yeomans & Cubit window contained between forty and fifty different articles, attractively displayed.

FOR over fifty years a clock has been outside of Mason's Furniture Store, Myrtle avenue, Brooklyn. Latterly it has kept anything but correct time, and beneath the clock to-day is the following "Farewell": "I have served you well for over fifty years, and am now worn out, and in my place will reign my son, a good lad, not fast or slow, but a good timekeeper, because he will give you the U. S. Observatory time every hour." This announcement is immediately opposite the Bridge street station of the Lexington avenue "L" road and can be plainly read by the passengers on the platform.

WHEN Frank A. Vanderlip resigned as Assistant Secretary of the Treasury he went abroad with letters to all the Ministers of Finance in Europe and spent many months investigating the financial and commercial situation, with particular reference to the inroads which American trade is making on the whole world. There never was a more important subject for this country, and Mr. Vanderlip, through his training as a journalist and as an officer of our Government, is exactly fitted to write upon it with judgment, and to make it entertaining. The first of his articles on the "American Invasion" will appear in the January *Scribner's*.

ALLEN EDDY, publisher of the *Sandy Hill Daily News* and *Ford Edward Daily News*, New York, sends out a pithy folder, accompanied by a personal letter and a check for five cents in payment for two minutes of the reader's time. As the exchange upon such a check is ten cents in New York City, it is not clear how the Little Schoolmaster is to be benefited by the deal. This check "scheme" was very attractive and forceful in its infancy, and it seems as though it might be revived with a coin-holder containing a bright new nickel—or five pennies. Such a novelty would be sure to command a reading for any brief argument that accompanied it.

SUGAR imports into the United States in the calendar year 1901 will exceed those of any preceding year by about 250,000,000 pounds, and the cost will be greater than any preceding year except 1893, when prices were unusually high. The total importations of sugar in the year about to end will, according to the Treasury Bureau of Statistics, aggregate 4,670,000,000 pounds, and the cost about \$115,000,000. The highest record of sugar importations in any preceding year were, in quantity, those of 1890, 4,399,749,078 pounds; while in value, the figures of 1893 made the highest record, \$123,083,217. The estimate of the Bureau of Statistics for the calendar year 1901 is based upon the actual figures of importations from foreign countries for ten months ending

with October, to which are added the actual figures of sugar shipped from Hawaii to the United States.

On Oct. 29, 1764, Thomas Green began the publication of the Hartford (Conn.) *Courant*, which has been printed regularly from that year to this, from the eighteenth century into the twentieth already, always as the *Courant* and always in Hartford. There are newspapers that were founded earlier in this country, but no other has been published continuously under the same name in the same place for so long a period. That is the *Courant's* record, and it is founded on a very careful research made by Professor D. Willard Fisk when he was an editor of this paper. The files of the *Courant* for 137 years are in existence, and they tell the story of American progress as each year has revealed it. We take a sentimental pride in the age of the paper, but, when it comes to talking about being old, that is another matter. It never felt so young and so vigorous as it does to-day, but it expects to feel still better to-morrow.—*Courant*.

Progressive Advertising, 67-69-71 Southampton Row, London, W. C., England, is a PRINTERS' INK baby, born Oct. 25, 1901, and issued as a weekly publication. It is intended by its publisher, E. S. Day, to make *Progressive Advertising* a prototype of PRINTERS' INK, or more properly speaking, of the American Newspaper Directory. Mr. Day has taken upon himself the task of giving the circulation of every publication in Great Britain and Ireland. That he will make more enemies than friends at the outset is certain, and he realizes that, but in the end publishers will recognize that advertisers have a right to know the quantity as well as the quality of the circulation. The quality is always easily determined, but the quantity is the "sticker." This publication is 5½x8¾ inches, printed on heavy book paper and contains 32 pages. It is issued weekly for the small sum of 10s 6d, which is equal to \$2.55 in American money. Ten cents in postage stamps or a silver dime will get a copy.—*General Information, Binghamton, N. Y.*

SPOILED POSTAL CARDS MADE SPOIL.

GIRARD, Kan., Dec. 11, 1901.
Geo. P. Rowell & Co.:

We are very sorry to inform you that to this date we have received nothing from the Burr Manufacturing Company, not even a postal.

It seems to us as though there was some funny work going on in that firm, and we would like to have it untangled long enough to get our money, anyway.

We are in receipt of one of the postals which we sent them. It has been worked over and accidentally fell into our hands. Now, if these are worth using they certainly are worth paying for.

We trust you will see that they live up to their contract as advertised in PRINTERS' INK, and beg to remain,

Yours truly,
THE APPEAL TO REASON,
John G. Wayland, Manager.

OF INTEREST TO PUBLISHERS.

F. W. DECKER, Real Estate,
Room 4, New Currie Building. P. O.
Lock Box 225.
ATLANTIC CITY, N. J., Dec. 11, 1901.
Editor of PRINTERS' INK:

On Dec. 14, 1895, I received a communication from the editor of PRINTERS' INK stating that I was one of twelve successful competitors for certain glory and fame in an adwriting competition conducted by PRINTERS' INK, there being nine hundred and eighty-seven competitors.

Now I am reading in PRINTERS' INK of another similar competition.

I shall be glad to furnish free to any publisher copy for an advertisement for this competition if he will furnish the space.

Kindly bring this to the notice of your readers; it may help to bring into public notice some struggling country weekly.

I promise to use as much care in preparing the copy as if the paper were a metropolitan daily. Respectfully,
F. W. DECKER.

TRYING TO OUST MADDEN.

[Special Dispatch to the New York *Evening Post*.]

WASHINGTON, December 13.—Pressure has been brought to bear upon the President to turn Mr. Madden out of the office of Third Assistant Postmaster-General.

The real contest will have to be fought out in the Senate, and the point of special interest just now is the composition of the Postoffice Committee, of which Mr. Mason, of Illinois, is Chairman. He is a known opponent of the Loud bill and of Mr. Madden's rulings; he believes in a "broad and liberal use of the mails."

PROGRESSIVE.

HARRISON & WYCKOFF.
Members New York Stock Exchange.
71 Broadway.
NEW YORK, Dec. 12, 1901.

Editor of PRINTERS' INK:

We inclose herewith copies of our pamphlets "About Our Business," "Stop Orders," "Short Sales" and "Puts and Calls," which you may find of interest. It may gratify you to see a Stock Exchange house throw aside the old barriers of the "Street" and enter the advertising arena.

Yours very truly,
HARRISON & WYCKOFF.

ELECTRIC SIGNS.

SAM HARGREAVES.
357 Main, Corner Stone St.
DALLAS, TEXAS, Dec. 13, 1901.

Editor of PRINTERS' INK:

We have often noticed in your journal accounts of electric light signs. Can you give us the address of some firms who make them?

Yours respectfully,
SAM HARGREAVES.

Any intelligent man who will devote thought and time to this subject can do effective and judicious advertising.—*Des Moines Review*.

A PIONEER.

A. T. Stewart was a maker of history of merchandising. His career was marked by a series of innovations, since adopted in dry goods retailing throughout the civilized world. He was the inventor of the V-shaped door, which is such a benison to the specialty store nowadays.

He had the first selling out at cost sale.

He was quick to discern every side of a predicament. When he saw his way clear out of the one brought on by the war, he was quick to grasp all the aspects of the situation, and so quick to act that, while his contemporaries were wondering what he was going to do, they were startlingly awakened to the fact that he had already gained entire control of the market—the greatest coup of his career.

His wonderful memory enabled him to keep track of all the details occurring during restless, scurrying, money-making days.

He inaugurated the one-price system to his everlasting credit. It was not a sudden resolve. He had always wished to do it. He had some misgivings until he made a careful study of the public. Then he launched it with a preconception of what would transpire as the result of a well-adjudged, long-time-calculated, bold sortie out of the beaten rut.

It was a masterstroke that revolutionized dry goods retailing the world over.

He was the first dry goods merchant in the land as a liberal advertiser. Think of what it amounts to to-day.—*The Courier*.

MAKING REPUTATION.

You are advertising yourself and store, and nothing should be omitted that would increase the attractiveness. Polite clerks, with accompanying manners, are great helps. Many poor people may be among your visitors, but be sure that the same degree of politeness be accorded them that you would bestow upon the rich. In these times, and for that matter at all times, there should be shown equal respect and consideration for all. The character of your store is what you make it; its reputation depends upon what the people think and say about it. If the reputation it receives among the people is good, you have succeeded in widening your range of trade, but if it is the contrary, no system of advertising will give it a standing among the people of the community. A reputation for fair and polite treatment, neatness and orderly arrangements, fine goods and good quality, is a thing much desired by every retailer.—*Clothier and Furnisher*.

CAN AFFORD TO ADVERTISE.

A successful St. Louis merchant says that any man who can afford to open a store can afford to advertise. "Advertise," is his advice, "even if you can take but two inches of space in a leading newspaper. Fill your two inches in a way to make them a feature of the paper. Make your 'ad' a daily bulletin of your business—a news item from your store."—*Philadelphia Record*.

WHY ADS ARE READ.

An observant person remarks that "the public likes as well to read interesting matter in the advertising columns as in the news columns." There is nothing surprising about this, since the facts which are advertised have a direct personal interest to the public. The advertiser offers to the people only such things as the people need, and about the character and prices of which they want information. A persistent advertiser is bound to win the attention of all newspaper readers.—*Philadelphia Record*.

WHO IS AT FAULT.

The fakir who thrives on snap advertising schemes could not exist except by toleration of business men who know that the only form of advertising that pays full returns is newspaper advertising, but who are willing to be persuaded into constant experiments. The community whose business men support their newspapers most liberally is the community that gets ahead of its competitors.—*Omaha Bee*.

As your business increases let your advertising expenditure do likewise, and as your expenditure increases let your care in spending increase as well.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

WANT a fountain pen! Will send you sample at half price. Agents wanted. PERRY PEN CO., Box 5, Milton, Wis.

SEND for free booklet on Journalism and short story writing. We start you. NATL PRESS ASS'N, 86 Baldwin Indianapolis, Ind.

MORE than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Bests any two other papers.

POSITION as head mailing clerk by old, exp. newspaper mailing clerk, also ex-try postal clerk. J. ALLEN, 23 Scott St., Council Bluffs, Ia.

EXPERIENCED writer would like to correspond with publisher who has need of ability, in an editorial position. Room 5, 223 Main St., Springfield, Mass.

AT liberty Jan. 1st. One of the best periodicals circulation men. Thoroughly practical. Highest references. Address CON. ANNIE, 83 Hicks St., Brooklyn, N. Y.

LINOTYPE PLANT will be installed and special price made on composition to established newspaper or publisher having from 500,000 ems per week upward. Address "LINOTYPE," care Printers' Ink.

ORDERS for 5-line advertisements 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

WANTED—Advertising man of good address, capable of handling engineering and mechanical advertising in technical papers, preparing catalogues, etc. Address, stating salary expected, experience and reference, L. L. CLINE, Detroit, Mich.

WANTED—Every advertisement writer to secure a copy of our book of ready-made advertisements. A veritable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Sent postpaid on receipt of price, \$1. Address GEORGE P. ROWELL & CO., 10 Spruce St., New York.

ADVERTISING MEDIA

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

TO reach mail-order buyers at 10c. line, use **AGENTS' GUIDE**, Wilmington, Del.

ADVERTISING agents serving their clients honestly, call up **TOILETTES**; estab. 1881.

40 WORDS, 5 times, 25 cents. **DAILY ENTERPRISE**, Brockton, Mass. Circulation 7,000.

REACH the best Southern farmers by planting your ads in **FARM AND TRADE**, Nashville, Tenn. Only 10c. a line.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

MODERN MEXICO, 116 Nassau St., New York. Monthly; illustrated; the medium for Mexican trade and investments.

PHOTO-STRAWS. The best 50c. photographic magazine. Reaches 5,000 amateurs monthly. Sample copy on application. 115-17 Nassau St., New York.

THE SCHOOL EMBLEM, New Egypt, New Jersey, is one of the best educational mediums. Five thousand circulation. Your 6-line ad only 20 cents.

VLIAN SUN, one of the leading weeklies of the Cherokee Nation. Ads in its columns attract attention. **WEEKS & CHAPMAN**, publishers, Vlian, I. T.

THE SHARON TELEGRAPH, leading newspaper of Mercer County, Pa., and the only daily in Sharon, a booming steel town. Send for advertising rates.

THE ADVERSIVE. Best Philatelic Monthly. With three 30 word notices, 30c. a year. BOX 72, Rocky Hill, Conn.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. **UNION PRINTING CO.**, 15 Vandewater St., N. Y.

MANUFACTURERS buy large amounts of machinery, supplies, equipment, etc., for factory and office use. Advertise your goods in **THE MANUFACTURERS' JOURNAL**, Brooklyn, New York. Write us.

THE FLORIDA FREE PRESS, published at Bristol, Liberty County, Florida, every Friday. The official and only paper published in the county. In the center of a very fertile agricultural and turpentine district.

KEY WEST FLORIDA. Read and advertise in the **Key West ADVERTISER**, the only newspaper ever published in the most southern point in the U. S. Established 11 years; 5 fol. pages. Only 93 miles from Havana, Cuba. J. T. Ball, Mgr.

PEOPLE who want to reach Western readers with their business should consult the **Billings (Mont.) TIMES**. It has the best general circulation of any weekly newspaper printed west of the Mississippi. Rates reasonable. M. C. MORRIS, Proprietor.

THE PULASKI (N. Y.) DEMOCRAT, est'd 1850; Republican; published every Wednesday morning; eight pages, seven columns to the page; length of columns, 22 inches; subscription \$1.50. Inquiries for rates promptly honored. **BYRON G. SEAMANS**, editor and publisher.

THE Wrightsville TELEGRAPH is the only all-home print newspaper published in the eastern section of York Co. It covers the richest section of Pennsylvania and goes into the homes of well-to-do farmers every week. It carries eighteen to twenty columns of advertising. For rates address **THE TELEGRAPH PUB. CO.**, Wrightsville, Pa.

ADVERTISERS' GUIDE, New Market, N. J. Circulation 5,000, sample free. Mailed postpaid 1 year, 25c. Ad rate, 10c. line. Close 34th.

AFIDAVIT—J. E. P. Boyle, publisher of the **HOUSTON WEEKLY TIMES**, being duly sworn, say that the average number of copies each issue printed and circulated since January 1, 1908, of the paper, has been 1,408. E. P. ROYLE, Publisher. Subscribed and sworn to before me, this 11th day of January, 1901, B. E. TRACY, Notary Public in and for Harris County, Texas.

COIN CARDS.

KING COIN MAILERS, Beverly, Mass. Samples free. \$1.50 per M in large lots.

\$3 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

DO your own illustrating at about 1c. per cut. Outline, including casting box, \$10. Write for particulars. **EXCELSIOR CO.**, Montrose, Ia.

NEWSPAPER half-tones, single column, 75c. Original advertising designs a specialty. Send your idea and we will submit sketch free. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

BOOKS.

READY-MADE ADVERTISEMENTS. Messrs. Geo. F. Rowell & Co., 10 Spruce St., New York, send the Cuscut a handsome 32-page book entitled "Ready-Made Advertisements."

The book contains, besides other valuable information, examples and styles of advertising for almost every business. For merchants and others who write their own advertisements this little work will be found invaluable. The price is only one dollar.—*Cuscut Cuscut*.

The book will be sent to any address upon receipt of one dollar. **GEO. F. ROWELL & CO.**, 10 Spruce St., New York.

EXCHANGE.

WANTED—To exchange, a small amount of advertising space with high-class magazines and monthly periodicals on pro rata arrangement. **THE ROSTRUM**, Lancaster, Pa.

EXCHANGE what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in **PRINTERS' INK**. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

PRINTERS.

PRINTING—1,000 envelopes, billheads, note-heads, cards or statements, \$1.65; 500, \$1.30, prepaid. **STOCKTON TIMES**, Sta. 3, Camden, N. J.

1,000 NOTHEADS, statements or type-writer letter-heads neatly printed, \$1.50; 500, \$0.85. Good stock and good work. Ruled work padded. Samples free. **R. MCGREGOR**, Princeton, Ky.

A SMALL SPACE WELL USED. How often you hear somebody say: "Now there's a small space well used. It stands right out of the paper."

The bold typographical arrangement caught the eye and made that small ad stand out more prominently than one twice its size, but not so well displayed.

One of the things we particularly pride ourselves on, is this ability for setting advertisements that are bound to be seen, no matter what position they occupy in the paper. Your local printer probably has not the equipment for doing this that we have, probably he doesn't know how as well as we do.

We furnish electrolytes too, if you like. This is only one of the things we do for advertisers—the printing of catalogues, booklets, circulars are some of the other things.

We make them stand out of the crowd too. **PRINTERS' INK PRESS**, 10 Spruce St., New York.

MISCELLANEOUS.

SAVINGS banks pay 3½ per cent a year; our real estate rises in value 25 per cent a year—and is safer.
BOX 225,
Atlantic City, N. J.

FOR SALE.

SIX hundred dollars cash will buy half interest in weekly Republican paper. Good chance for one seeking health. R. B. ROBERTS, Asheville, N. C.

FOR SALE—Mail order business of several years' standing. Can be developed into wholesale business. Fine opportunity. Look Box 480, Edgerton, Wis.

LIVE country newspaper; hour from New York. Fine equipment and small cost. Good job business. Best of reasons for selling. Inspection invited. "FAIR AND SQUARE," care Printers' Ink.

TYPE—We have about 2,000 lbs. of type for sale at a bargain. Type almost new. Was thrown out of use by the installation of a linotype. Will sell 100 lbs. or over at 12 cents per lb., f. o. b. Girard. A snap for somebody. First come, first served. THE APPEAL TO RAYSON, Girard, Kansas.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

A PROFITABLE NEWSPAPER BUSINESS IN DES MOINES, IOWA.

Here is a very exceptional offer—a business which will almost pay for itself in one year. It is now showing handsome profits and is capable of great expansion. The purchaser needs no particular technical knowledge of the industry to which the paper is devoted. Price \$10,500. Write immediately for further information. W. M. OSTRANDER, North American Building, Philadelphia, Pa.

ADVERTISEMENT CONSTRUCTORS.

WM. WOODHOUSE, JR., Trenton, N. J., writes store papers.

WHEN in doubt write SMITH, Advertisers' Adviser, Box 1990, New York.

HERBERT ASHLIN, writer of profitable advertising, LaBelle St., Pittsburg, Pa.

EDWIN S. KARNS, writer and promoter of profitable advertising, A 571 E. 43d St., Chicago.

"JACK THE JINGLER'S" best of fads is writing rhyming business ads, Of pith and point, for every use. His New York address is 10 Spruce.

MY "Dead Certainty" mailing card will help any legitimate enterprise. I have samples for those not in my business. A. B. MERRITT, writing and printing for advertisers, Grand Rapids, Mich.

COPY for short circular, \$2, cash with order. JED SCARBORO, 557a Halsey St., Brooklyn.

LAUNCHING a new business! Whether it will be an ocean liner or a catboat may depend on the advertising. Let us start you right. SNYDER & JOHNSON, Advertising Writers and Agents, Woman's Temple, Chicago.

AD CONSTRUCTORS will find our book of ready-made advertisements of great assistance in the preparation of advertisements. The book contains over five hundred specimens of good advertising, any one of which may suggest an idea for your ad when you get stalled. Sent prepaid on receipt of price, \$1. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

WE make a specialty of writing, designing, illustrating and printing distinctive booklets, folders, mailing cards, car cards, etc. We submit specimens on request—provided the request is on stationery with a business heading. L. H. SLAWSON & CO. (Successors to Slawson & Graham), Transit Building, New York.

ADWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published, considering circulation and influence. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, PRINTERS' INK, 10 Spruce St., New York.

I MAKE a specialty of writing up, putting into type and furnishing Electrotypes. Advertisements for Trade Journals, Magazines, Newspapers, etc., either singly or in a series of any desired number, a system by which unique displays are infallible.

Advertising that pays is not a mere "boasting match" between various concerns in the same business, each making the "very best goods on earth." Profitable Advertising is simply talking to a community precisely as your best salesman would talk to a single customer, and the more thoroughly you can saturate your advertising with a pertinent, self-respecting personality the more certainly will it reward your sagacity. All that the very best advertising can do is to impress its readers with the plausibility of what you say and so make them think about in this wise: "I wonder if it would not pay me to write to — & Co. They seem to have about what I want."

Yes! Advertising in its highest possibilities is but a leading halter—you must create the "thirst" after the victim has reached your "trough."

Possibly I could quicken some of your advertising ventures that now seem to belong exclusively in your "Expense Account"—(perhaps they rightfully do!)

I do not pretend to work miracles, nor do I offer "brilliance" in bunches at about the cost of "beets." I do not even guarantee that my employment will instantly pave the way for you to "wealth beyond the dreams of avarice." I do not promise anything of that sort, but I do steadfastly try to give just a trifle more than I promise.

If your present advertising seems to you a bit "flabby," I might pay you to write me—but not on a postal card.

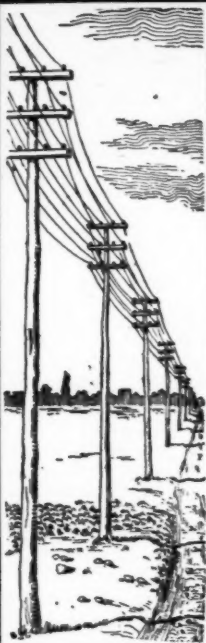
FRANCIS I. MAULE.

No. 2. 402 Sansom St., Philada.

**At This
Office**

**10 Spruce St.,
New York.**

Geo. P. Rowell & Co. Advertising Bureau keeps on file the Leading Daily and Weekly Papers and Monthly Magazines; is authorized to Receive and Forward advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.



Winged Words.

WE can insert your notice in a thousand leading dailies as pure telegraphic news and have it appear in all of them the next day.

This sort of publicity is of great value in decisions of law

suits, in patent cases, in annual statements which make a particularly prosperous showing, or in any other case where you have anything to say to the public all over the United States. For further information about telegraphic advertising, call on or address

GEO. P. ROWELL & CO.,

Advertising Agents,

10 Spruce St.

New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 55 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, DEC. 25, 1901.

FOR the purpose of making the Little Schoolmaster still more effective as a business helper and for the purpose of obtaining a wide range of topics on advertising problems and their discussion, able writers are invited to communicate with the editor of **PRINTERS' INK**. The latter will receive and pass on articles, or assign them some special topics for treatment. Able young reporters on metropolitan papers, clerks in all walks of business life are thus given an opportunity to earn an extra dollar. What is wanted are practical articles of a virile, common sense nature. No paddings or smart essays.

PRINTERS' INK is receiving letters from young advertisers who wish to prepare ads for the **PRINTERS' INK** Prize Contest for 1902, just now announced. Publishers of periodicals, small or big, who are kindly disposed towards the ambitious efforts of these men may write to the editor of **PRINTERS' INK**, who will put them in touch with such aspirants for publicity-honors.

It is far easier to put money in advertising than it is to get it out.

A BROOKLYN druggist was astonished a few days ago by a call from a woman for a "bottle of Charles H. Fletcher."

"Good for bad teeth,

Not bad for good teeth,"

is the latest attempt at a catchy phrase to advertise "Sozodont."

THE Minneapolis *Journal's* sworn circulation for November, 1901, averaged 51,775 copies daily, or 4,230 daily more than for November, 1900, the largest guaranteed circulation of any daily in the Northwest.

ALTHOUGH no noun has been found that will symbolize an advertised article, there seems to be little difficulty in finding freak names for them. "Kepp-a-wa" is the latest, the trade name of a felt slipper.

A RETAIL jewelry store with a full page advertisement is one of the advertising novelties of the season. Lambert Bros., of Third Ave., N. Y., were thus in evidence in one of the recent Christmas numbers of a leading daily.

ALL classes of advertising were represented in the Christmas number of the New York *Journal*. But the most notable display was that of book advertisements. The deduction is that the nation is growing in culture and in intelligence.

FIRST impressions are the deepest and most lasting; and the first ad in any medium should be a really intelligent effort to communicate your central object and purpose and the strongest and best points about your products.

THE most striking advertisement in the Christmas number of the New York *Journal* was that of the Harper's History Club. It consisted of two solid pages, the whole impressively set in a border of books, nearly four inches wide.

THERE is a stereotyping outfit in the office of almost every newspaper of any account nowadays, and the farther West you go the more certain you are to find such an outfit, even in the office of the newspaper that might not be expected to be so enterprising.

SENATOR MASON acknowledges that he allowed a champagne house to use his frank in distributing copies of one of his speeches which was considered a good advertisement for the wine house.

THE advertising solicitor, whether representing an agency or a newspaper or other publication, who does not know how to construct a good advertisement finds himself greatly handicapped to-day. Advertisement writing has become an essential to the solicitor.

ADVERTISERS should insist on knowing *all* about the circulation of any publication which solicits their ad. The amount of space necessary depends on whether the medium selected is a monthly, semi-monthly or weekly; importance of the field covered, and what engravings and matter you would want to show in the course of a year.

ALL things are worth what they cost if you can afford them. Never skimp space, never use inferior pictures and never send out a cheap job of printing under the impression that you are saving money. You are not. "Costly thy habit as thy purse can buy" is the great rule of advertising.

It has been suggested that the reason theatrical managers seem to prefer plays which are dramatized from novels over those based on no stories known to the reading public is that the novels have usually been so well advertised that the public is more or less familiar with them and thoroughly interested. This seems plausible, and is only another proof of the power of the advertisement.

DARK cover papers give a booklet an air of taste and oddity that is hard to get with lighter shades. But the use of light inks upon such stock almost invariably results in illegibility. Bronze or vivid reds or blues alone give sufficient contrast to make reading matter stand out, and even where they are used it is advisable to confine such matter to a catch phrase.

NEW YORK *News* MUNSEY has bagged Gibson.

THE Shredded Wheat people boldly took more than two pages in the Christmas number of a New York daily, and told their story in a reading article, interspersed with views of Niagara Falls, and of their New York factory there. The story was very entertainingly told, and ought to prove an effective ad.

THE *National Magazine*, Boston, offers a unique premium for subscriptions. In return for its regular yearly price it sends the magazine and allows the subscriber to use its bureau of chancery research for the purpose of ascertaining whether he or she is heir to a few of the many millions of unclaimed treasure awaiting claimants in England.

A STRIKING display in the Christmas issue of a New York daily, was that of a double-page of high-class apartments, hotels and restaurants. Each was headed by a cut of the edifice, beneath which all salient information concerning it was given. There were forty-nine of these cuts, and a head-piece showing a New York water-front and sky-line.

A NEW YORK grocer gets considerable trade from men by filling his window with tidbits that can be eaten out of hand—nuts, citron, raisins and the like—instead of the bare array of canned goods and soap boxes peculiar to grocers' windows. He finds that men have well developed appetites for sweetmeats, and that they buy them freely when they are attractively displayed.

THE most economical, efficient and satisfactory way to engage space is to take an option for the number of inches you think you will require and use just as little or much of it as seasons, times and conditions and results warrant without binding yourself for any certain amount of space or length of time, thus making it a mutual matter between you and the publisher, instead of a one-sided or arbitrary contract.

DESPITE all that has been said against it, the ad without an address keeps turning up in many sorts of mediums. The Hotel Albert, New York, uses four inches double column in a Hartford daily to print very good arguments for its cuisine and accommodations, but gives absolutely no clue to its location.

AFTER ten years' quiescence St. Jacob's Oil has started up again under the ownership of the St. Jacob's Oil Company, Ltd., of London. Contracts for ten thousand lines are being made. Frank Carlisle, Henry Bright, Eugene Van Zant and J. F. Antisdel are New York specials who have already secured the order for their entire lists.

THE Little Schoolmaster's family is increased by a new-English baby, the *Advertising World*, published at 72 Fleet street, London. It is a monthly, contains well-written matter, is patronized by a large number of advertisers and announces that it will endeavor to fill the need for an up-to-date, original periodical devoted to the advertising interests of Great Britain.

AMONG the successful advertising men of New York no one has been more conscientiously studious and painstaking in making contracts for advertising than Mr. John H. King, of the Anglo-American Drug Company. This corporation has already enjoyed more years of success than often falls to the best business houses, and there is every evidence of its continued prosperity for years to come.

THE average mechanical or trade paper advertising in the past has been a great waste of money and opportunity. The advertisements were little more than signs—name, address and business—no appeal or argument—nothing to catch the eye, hold the attention, or to incline the reader to make an inquiry. Space once filled became a permanent ad, seldom if ever changed, but left year after year—an ad in name only.

It rarely happens that the reading public believes anything but the truth.

THE keystone in the arch of "higher efficiency and economy" in mechanical advertising is found in the advent of the advertising counselor or specialist and the service he is able to give. He will do for your advertising what special machinery has accomplished in the mechanical world, reducing cost and giving a higher efficiency than was ever thought possible, until inventive genius raised the standard.

THE Cleveland (Ohio) *Press*, which was 23 years old in November, celebrated by spending \$100,000 for new presses, linotypes, stereotyping and engraving machinery and mechanical equipment generally. In the ten months that closed October 31 it ran 9,828 lines of advertising, an increase of 1,700 lines over the same ten months of 1900. It claims to sell one copy to each six residents of Cleveland.

THE John Ruszits Fur Company, 73 Mercer street, New York, have a rather unique method of attracting the feminine half of the race to their stores. They exhibit a \$40,000 gown that was made for the Empress of Russia by a French modiste who committed suicide when her imperial highness refused to accept the garment. Space is used in New York dailies and weeklies to set forth the story of the robe's making and the tragic end of the maker, with invitations to call and inspect it.

THE days when sample copies of the *Family Story Paper* and *Fireside Companion* were distributed by the ton are recalled by the latest book advertising scheme of Funk & Wagnalls. A segment of "Tarry Thou Till I Come" was distributed with a recent Sunday issue of the *New York Journal*, with an editorial note advising the readers to buy the rest of it in book form. A library of the books recommended by the *Journal* during the past year would be more than unique.

WHAT comic results the defective pronunciation of an American or Englishman singing French songs may produce, is revealed to those interested by observing the French national hymn, *La Marseillaise*, reproduced by a Berliner gramophone, an instrument made by the National Gramophone Company, 874 Broadway, New York. Note the passage, "Formez vos bataillons—formez vos bataillons." The capillary action of the modest and bashful must be instantly.

THE plain, blunt, honest facts about a man's goods are invariably the things that inspire him to write forceful advertising. Whatever there may be in the way of pertinent decoration to these facts can go into the picture or an ornamental border. But remember that picture and border are seldom more than decoration. They are never the purpose of the ad. They can never furnish suggestion or inspiration. The plain, blunt facts alone will make the ad a warm, glowing one, and the writer must be thoroughly imbued with them. Generalities are traditionally cold and glittering.

THE short advertisement, to describe it in modern parlance, represents in one way the principle of "rapid transit." For it gets to the end of its journey without tedious delay. It saves us time, and saves us toil and trouble.—*Fame for December.*

It was a surprise to notice that no newspaper man or advertising agent sent President Roosevelt a vote of thanks at this season for the popularization of the word "Strenuous." Probably no word lately added to the vocabulary of general use has been so widely adopted, or worked so hard, especially by the advertising fraternity. Just how we struggled on without it for so long is a question which must trouble the mind of the thoughtful, combined with the doubt as to the possibility of existence after the ultra strenuous, there we go again, use of it has put the word hors de combat.—*Fame for December.*

MERIT in the ad and merit in the article advertised always mean success.

AMONG the real estate advertisers in the magazines is the Zion Land & Investment Association, an agency connected with the church of the celebrated "Dr." Dowie at Chicago. This association offers for sale houses, farms and established businesses in every part of the United States, the present property of converts who are anxious to sell and move to Zion City, the church colony near Chicago.

THE catchline has been rediscovered, and is now being developed in a way that makes it as attractive as Sinbad's mountain of loadstone. Some of the ads of correspondence schools in the November magazines have catchline, picture, announcement and business fitted together in a combination that is little short of masterly. The National Correspondence Institute's "Power to Succeed" and the International Correspondence Schools' "Jump Over the Counter" and "A Call for Workers" are wonderfully forceful, and must certainly bring results. If these schools can train men to originate similar catchlines they will have little trouble in securing positions for them.

OUR friends of the Salvation Army are very prolific in strong advertising ideas. During the holiday turmoil in New York men and women were posted upon busy corners, each with a large folding tripod, from which was suspended a small iron kettle. The purpose of the latter was made plain by a placard: "Keep the Pot Boiling—Contribute to the Salvation Army's Christmas Dinner for the Poor." The idea is good and novel, and might be used in a window display. A hidden gas stove would cause actual steam to rise from the kettle, and some such legend as "We are selling these shirts at 68 cents to keep the pot a-boiling" would convey a very vivid meaning. Or, the same idea could be used as an illustration for a newspaper ad or folder.

AN innovation and a very striking advertisement was that of the Lackawanna Railroad in the Christmas issue of a New York daily. It was a page advertisement. The upper half was devoted to a colored half-tone view of Delaware Water Gap, on its route. The lower half had about fifty words in tasteful display.

It is time to say a word against giving booklets and folders too large a space. A brochure should be as dainty as possible in size, especially when it contains only as much matter as can be read in a minute or two. Each week the Little Schoolmaster's mail gives up crumpled advertising literature that was attractive enough when it left the mailer's hands, but which has been half-wrecked in transit. The impression created by a damaged folder or booklet or mailing card is not good, however well it be written and printed. Unless there is a very good reason for using a large size—as in cases of large pictures—it is advisable to confine booklets and folders to sizes not above 5x6 inches. In fact, the most attractive specimens sent out nowadays are sometimes less than half that size.

THE Christmas issue of the *Star*, Washington, New Jersey, was a handsomely printed paper of 24 pages, with an outer cover in two colors. It was known as the "Old Friends Number," containing letters from and portraits of many Washington people who have settled in other sections of the United States. This particular Washington *Star* is as worthy a publication among country weeklies as its famous namesake at the national capital is among dailies. It is printed upon a fine quality of paper, is thoroughly modern from the typographical and mechanical standpoints, is ably edited, publishing legitimate local news without trying to cover the fields that have passed to the great city dailies, and—above all, perhaps—has the commendable habits of writing live ads for its patrons and of furnishing circulation statements to the American Newspaper Directory. The ads in this number aggregate eighty columns, and are evenly interesting and forceful.

RED ink is the worst possible ink to be read by artificial light.

As a writer's taste is reflected in his language, so the taste and business sense of an advertiser are reflected in his publicity. The New York house painter who first used neatly printed "Look Out for Paint" signs, bearing his name and business address, took a ready means of telling the public that he was not of the ordinary run of house painters. From time immemorial the whole craft had made their own warnings out of any bit of board or card that came to hand. He thought farther. The novelty may not have been startling, but it told any reflective person who saw it that this particular house painter did little things intelligently and in new ways. And it told any reflective person who went deeper into the psychology of it that this house painter's work ought to be as well thought out—that the man who solved little problems of his trade in that fashion could be trusted with the large ones.

THE editor of the Farmington, Me., *Advertiser*, a newly founded, but hustling newspaper recently complained that papers of his class were not getting recognition at the hands of the Little Schoolmaster. Similar complaints have often been voiced by small papers and these reproaches generally are in a tone as if PRINTERS' INK were hostile to such publications. This is not so. PRINTERS' INK's theory is that the good local paper cannot afford to run foreign advertising at a price that the foreign advertiser can afford to pay, and that the editor will be wiser to recognize that view. An occasional foreign advertiser will pay him his price and his paper will be all the better if he does not carry too many electrotypes which are recognized by everyone as space fillers. The local paper that devotes its energies to cultivating the local field will be the one that makes money. Communication from country editors and others who think that they can prove something different from what is here set forth are invited.

A FLAT rate card is being adopted, or at least considered, by a whole lot of daily papers just now, but some of the more wary publishers feel inclined to go slow. The flat rate is a mill-stone around the neck of the enterprising advertising manager who has a reputation for driving a bargain.

THERE is no discernible limit to straightforward advertising of honest enterprises. Each reliable ad placed in a medium strengthens every other ad. In the past, advertising was under a stigma, for it had become synonymous with trickery and fraud. To-day, however, the trustworthy advertiser is in a vast majority. Each reader who gains through patronizing such an advertiser becomes a convert to advertised articles and a believer in advertisers as a class. The good example of one is made to benefit all, and the occasional trickster is known to be the exception.

ACCORDING to the *New York Journal*, Miss Caro M. Clark, of Boston, has made between \$50,000 and \$75,000 in the publishing business the past year solely through hard work and forceful advertising. Miss Clark (who has lately become Mrs. Atkinson) is the founder and manager of the C. M. Clark Publishing Company, which began its business career about a year ago by publishing "Quincy Adams Sawyer," a novel by C. F. Pidgin. Miss Clark heard the book read, made a contract with its author, put it into the hands of the printers and started out to advertise it "as no American novel was ever advertised." She used billboards, newspaper and magazine space lavishly, travelling as agent in addition. In eleven days she went from Boston to Buffalo, Detroit, Chicago, St. Paul, Minneapolis, Milwaukee, St. Louis, Pittsburgh, Philadelphia, New York and back to Boston, making sales in each city in from three to five hours. The book was a success. Later she brought out "Blennerhassett," which has been advertised by methods that, while sensational, have been extremely effective.

THERE are a few mechanical and class periodicals which are now read as much for the advertisements as for the reading matter.

THERE can be no question about the present popularity of the *New York Times*, both as a newspaper and an advertising medium. Of the dozen morning papers usually left on the seats of an elevated car at South Ferry the *Times* is represented by fully half, while the piles upon the news-stands keep growing. It is also a leader in most kinds of advertising. A booklet just issued gives a list of 1,447 corporations and firms which use its columns to make their financial announcements. This is far in excess of any other publication, and shows that advertisers of this class have, by some subtle form of reasoning, settled upon the *Times* as the best medium for such publicity.

THE enthusiasm that produces lasting, living work is not the enthusiasm that plunges in with a great idea or even the exuberance of youth and novelty. It is the enthusiasm that grows and increases as time passes, that feeds on its successes and grows with its failures. The enthusiasm that like an express train, by its very rush and sweep, picks up, and whirls into life the inertia by the roadside. The enthusiasm that knows how to plod, and puts life into the plodding: that sees possibilities in the impossible and works the miracle of transformation. It is this spirit which makes success, whether it be put into advertising or exploring, whether it be directed toward the building up of a business or the perfecting of an invention. This spirit can only come with time, nevertheless it is Godgiven, and, being such, seems easy to copy, indeed is often copied for a little while, but it cannot be successfully imitated for any length of time. And the man whose enthusiasm is assumed or not strong enough to live through the winter of difficulties is all the more painful a failure from the realization which comes with it, that he never was what he seemed.—*Fame for December*.

THE Brooklyn *Eagle* has fitted up a suite of rooms in the Pulitzer building, which next to the Boston *Globe's* are said to be the finest in the building.

THE Frank L. Taylor Clothing Company, Broadway, New York, has two large bulletin boards outside its store upon which is written "Taylor's Store News." They are exact reproductions of the sort used outside of newspaper offices, and as the bulletin-reading habit has a strong hold upon humanity there can be no doubt but they are well read. There is no reason why a live store of any sort should not have interesting news to post from hour to hour. The idea might be used in connection with hourly reductions upon small novelties. If the public knew that a clothing store had a habit of making reductions every hour, it would soon take interest in its bulletins.

SOONER or later in the life of the modern merchant he must be confronted with the vexatious riddle: "What is an ad-writer?" And the ad-writer himself must furnish the answer in deeds rather than in words. If he is a mere copy grinder—one who is content to write so many ads for so much money, he is only an insignificant clerical cog in the mercantile machinery. But if he is a thinker, a schemer and an originator, and really works along such lines, he is one of the indispensable levers that moves the entire commercial mechanism. Ad-writers are many. Ad-men are few. Preparation of first-rate copy is only a detail among the duties of a capable ad-man. In order that he may be actually worth a decent salary he must be able to devise means of business growth. The ad-writer who does no more than to juggle business English into readable shape should never be allowed to get his fingers on more than \$1,500 a year, for that is all he can honestly earn, whether he be employed by a brick yard or a department store. The truly valuable portion of his service—a part which determines his value—is his original conception and masterful execution of business-bringing schemes.—*Ad-Writer, St. Louis.*

MECHANICAL, as well as other classes of advertising, can be made both an art and a science, and at the same time one of the most vital departments of any business, contributing in no small way to rapid development and expansion.

MR. T. E. CROSSMAN, assistant secretary of the Association of American Advertisers, 1829 Park Row Building, says that elaborate arrangements are being made for a convention of the advertisers of America to be held at Delmonico's, New York, on Wednesday and Thursday, January 29 and 30, 1902. A banquet will be given on Wednesday evening. Complete details will soon be announced by the committee in charge of the arrangements.

IN all arts simplicity is the quality most difficult of attainment. The first crude advertisement of a novice is invariably a study in complex phrases and confusing of ideas—if it have ideas. Only after long practice does he learn that writing is a matter of leaving out unessentials. His sentence of forty words must be gone over vigilantly, reduced to thirty, cut into two sentences, transposed, reduced to twenty-five words and stripped down to a bare skeleton of his thought. "Ladies and gentlemen," says Keller, in his "patter," "that trick is so ridiculously simple that when I tell you how it is done you'll all laugh—so I'll not tell you." If the novice, struggling with unruly adjectives, knew how ridiculously simple the most effective really are, and how mightily their writers strove to make them so, he, too, would undoubtedly laugh in scorn. He regards simplicity as something easy of attainment, and beneath him. But when he has progressed far enough to see the real meaning of advertising he learns that the little words and the common facts are hardest to put onto paper, and that the real art in adwriting, as in all other things, is that which conceals art—that the effort of which he may really be proud is that which shows the most lack of effort.

AN exceptionally sane, convincing kind of advertising is found in authoritative medical journals—those which go to physicians. Advertisers in such mediums speak to a learned audience, and can use few tricks of language. Medical men are interested only in knowing what a new preparation contains, what it can be used for, who has used it and who vouches for it. Consequently, advertisers confine themselves to the plainest of scientific facts, reinforcing them with opinions of high authorities. The results attained are well worth study.

FLIPPANCY and weak humor are unsafe quantities in advertising, but there is just as much danger of taking one's goods too seriously. Everybody is familiar with the advertisement of the "heroic" school, in which the advertiser's plow or parlor organ is being crowned by Uncle Sam or the Goddess of Liberty, or borne aloft upon the shoulders of all the nations of the earth. Sometimes this silly, overdrawn style of ad gets into the magazines (it is a favorite with the piano folks), though as a rule it is confined to the pages of farm journals. Of course, such hyperbole and tank drama sentiment can never appeal to people who are worth being cultivated as customers. Sense is a strong factor in the American character; the Yankee public is quick to see the ridiculous. Whatever merit such ads have over and above such an idea makes them advertising. A few years ago an American firm sent some highly colored chromos to Germany for the purpose of exploiting their harvesting machinery. A team of tigers drew one of their machines, upon which was seated Miss Columbia, half naked. The German agent refused to send them out to his customers, saying, in all seriousness, that there were no tigers in Germany and that German women who worked in the fields went about decently clad. Considerable fun was poked at him at the time, but it must be admitted that he showed much common sense in the matter.

THE best salesman is a newspaper advertisement.

THE lottery scheme has reached the hair restorer folks. Dr. A. R. Rhodes, Lowell, Mass., advises bald people to "Grow Hair and Earn \$500." He offers that amount in fifty prizes, and argues that "Whether you are entirely bald, or have just begun to lose your hair, or never having had much now wish it luxuriant, you have an equal chance to earn a small fortune—or in any case to grow luxuriant hair that will repay you for your trouble."

THE prominence given to the commerce between the United States and the Philippine Islands through the recent decision of the Supreme Court and the necessity for legislation on that subject lends especial interest to some figures prepared by the Treasury Bureau of Statistics relative to the present imports from the Philippines and the constant demands of the United States upon the tropics for articles of daily requirement. These figures show that the total value of imports from the Philippines in the ten months ending with October, 1901, were \$3,186,953. Of that sum only \$222,797 was dutiable and \$2,964,156 was free of duty. Of the dutiable imports \$188,159 represented the value of sugar, the value of all other dutiable articles being \$34,638. Of the free importations, \$2,945,771 was manila hemp, and all other free articles \$18,385. The importation of hemp from the Philippines in 1901 shows a large reduction, compared with the corresponding months of 1900, due in part to the small production of hemp in the islands during the crop year of 1900, and in part to a great reduction in price. In the ten months of 1900 ending with October, 27,966 tons of manila hemp imported was valued at \$5,225,261, and in the same months of 1901, 20,579 tons of hemp imported from the islands was valued at but \$2,945,771, the decrease in price thus being from \$187 in 1900 to \$143 per ton in 1901 for the period under consideration.

ABOUT DISPLAY.

The editor of the New York *Times* Saturday book review is trying to induce book advertisers to abandon sensational display, believing that quiet announcements will not only improve the appearance of his supplement, but further the interests of his advertisers as well.

"We try to make the Saturday review present a neat typographical appearance," he says. "But we cannot do that unless our advertisers co-operate with us. The effect of a sensational announcement depends upon its infrequency. At the Stock Exchange on an exciting day you will hear all the brokers shouting at the tops of their voices, but you cannot make out what any one of them wishes to say. Sensational advertising has the same effect upon the eye. Take the street signs that deface Broadway. For miles they are as big, as glaring, as full of vivid contrasts of color as the advertisers can make them. The result to the passerby is a confused jumble which he does not trouble himself to make out in detail. For conspicuousness and legibility each man might as well confine himself to a modest door plate. And, following the same similitude, if two or three of our advertisers insist upon screaming, it is in vain for the rest to converse in ordinary tones, even though it be true that if all scream none will be audible."

There are excellent reasons for believing that the *Times'* editor is simply foreshadowing a great reform in this matter of display. In so far as book advertising is concerned he will find, if he studies this class of advertising, that its text is usually much more offensive than its actual display—that the prize schemes, guessing contests, voting coupons, boasts, whoops and, circus poster tactics used by some publishers would make their announcements as "yellow" in solid agate as in four-line pica gothic.

But display is undoubtedly being overdone in all lines of publicity. Or, rather, injudicious, unstudied display is being overdone.

The magazines are full of advertisements wherein no judgment is used in this technical detail. Display needs thought. There must be a well-considered reason for shoving a word or phrase into black prominence. Yet almost all display is thoughtless. In the December magazines there is not one display line in the hundred that needs emphasis. The George F. Sargent quarter page, "Our Business is to Make Folks Comfortable," is as sensibly written as one could wish. Furthermore, the arrangement of type around the cut is attractive. But by flecking the body of the ad with bold-face caps and italics the printer has succeeded in "color-killing" the display that is meant to catch the eye. Who can read the Imperial Granum Food ad with comfort? And how much more effective the Ingersoll Dollar Watch page would have been had the text been set in one brevier paragraph in a panel below the picture, leaving the latter to act as an eye-catcher.

The best ad is that which is written in a straight, conversational paragraph, telling the whole story briefly and thoroughly. The old fashion of chopping information into little bits and sticking these little bits into unoccupied corners does not make good ads. Nor will the paragraph itself be effective if it is studded with black words and phrases. The effect of such a paragraph as the following is wholly bad, for the display confuses the sense:

It would be **hard to imagine** a more acceptable **Christmas Gift** than one which contributes largely to the **Cheer and Comfort of the Home**, and for this reason **THE ANGLE LAMP** has **always** been considered **An Ideal Present**. It combines **Beauty, Utility and Economy** in the **HIGHEST sense**, being a **PERFECT LIGHT**. It is **More Brilliant** than **Gas or Electricity**, requires almost **no care**, and uses but **eighteen cents' worth of kerosene oil a month**. *Send at once for our booklet D, which shows all styles.*

Apply this method of display to a passage of Shakespeare and see how meaningless it becomes. And

see the original in the Angle Lamp ad—set straightaway in one non-pareil paragraph, without so much as one extra capital—a sightly eyeful. This ad stands out everywhere because it is set off by an unique border, but an infusion of small display lines would quickly lessen this advantage.

The *Times'* editor falls into a technical error when he states that the advertiser who keeps quiet in a crowd of display advertising is not heard. The advertiser who adopts light-faced paragraphs in the present riot of black letter is the one who has the best chance of being read. Scott's Emulsion, Schlitz, Ivory Soap, Rogers-Peet and Macbeth Chimney advertisements are not only sightly but profitable. They are almost invariably set in one style of type, usually a body letter. They catch the eye in the blackest page that was ever put together. They are easy to read. They are remembered. And yet their style has been so slenderly followed that there is plenty of room for imitating them.

Quiet taste will always attract, for it is perennially forceful. The days of the ranting advertisements are numbered. Advertising is not the art of stunning readers with type, but of convincing them by honest exposition. Type cannot convince any one of anything. The arguments must be put into the text. Every advertiser who is originating methods knows this truth, and is making a study of convincing language. The old-fashioned ad, with its jumble of black lines, is like a rounded, stilted, sounding essay by Dr. Johnson. The modern advertiser is trying to write ads that will be as close-clipped and pungent as a story by Kipling or Steve Crane.

Display being a matter of contrast, should be left to a master-printer—one who has studied its laws and resources. Its purpose is to attract attention to some specific part of the ad, but by the present system it defeats its own ends in attempting to call attention to everything in the ad.

Each advertising effort requires particular study. No general rules apply.

THE FAR WEST.



CALIFORNIA.

San Francisco—Bulletin, Call, Chronicle, Examiner.
Los Angeles—Times, Herald, Express.
Sacramento—Bee, Record-Union.
Oakland—Tribune.

OREGON.

Portland—Oregonian, Telegram.

WASHINGTON.

Seattle—Post-Intelligencer, Times.
Spokane—Spokesman-Review.
Tacoma—News.

MONTANA.

Anaconda—Standard.

COLORADO.

Denver—Rocky Mountain News, Republican, Post.

UTAH.

Salt Lake City—Tribune, Deseret News, Herald.

The man who would advertise to reach the people of the Far West is not likely to be very thorough. It is a large territory and not very densely populated. He will be likely to get about as much for his money if he should spend it liberally with the papers named above as he will by dividing it up, giving these only a portion and another portion to other papers. The advertiser can never reach everybody. He should content himself by addressing the most people he can of the best sort for the money he has at command.

NOTE. — Suggestions are invited whereby this list may be changed so as to be better calculated to reach the people of these States without increasing the number of papers.

THE MOST INTERESTING THING.

The most interesting thing about any retail business is the price of the goods, with a description of their qualities. Incidentally, the reader may be told something about where the goods came from, how they were made and where they originated. Incidentally, they may be told what a great store you have, how honest you are, how nicely you treat people. But make this part of the story incidental. Don't start your ad with that sort of talk. Start the ad with something that will interest the people who are going to read it. Try to find out what is the thing that they would most like to know and put that right in your headline.—*Shoe & Leather Facts.*

HOW MR. GREEN ACHIEVED SUCCESS.

"GREEN'S FRUIT GROWER."
Largest Circulation of any Horticultural
Journal in the United States.
ROCHESTER, N. Y., Nov. 29, 1901.
Messrs. Geo. P. Rowell & Co.:

Will you kindly allow me to protest vigorously against the unjust report which you are continually making of *Green's Fruit Grower*. You report our circulation now to be 17,500, whereas our circulation now is 100,000 copies guaranteed, and sworn to if requested to do so. We can show postal receipts, or can refer to our printers, the Post-Express Printing Company, of Rochester, N. Y., or almost any evidence that may be desired. We have not printed and distributed less than 80,000 copies at any time during the year. Beginning with November issue we have increased our circulation to 100,000 each issue.

Since we could very easily satisfy you in regard to our circulation, and since our Mr. Peet has made affidavit in regard to circulation, and has made every effort he thinks to have the matter righted in your office without the least particle of effect, our advertising manager thinks that you don't intend to be fair in this matter.

I write this trusting you may see fit to have us correctly represented, since I cannot see why you should desire to do us such great injury. I trust in replying to this you will do something more than send us a printed slip, asking us to do what we have often done before without any result. Very truly,

CHAS. A. GREEN.

NEW YORK, Dec. 5, 1901.
Publishers of "*Green's Fruit Grower*,"
Rochester, N. Y.:

DEAR SIR—In reply to your favor of the 29th ult., we have to say that this office has been unable to obtain from you any clear statement of circulation covering the period of one year since the one you made for the year 1895, showing your smallest edition during that year not to have been less than 51,000. We always credit a paper with the actual figures shown in a circulation statement furnished by a publisher when such a statement is conveyed in a way that can be relied upon.

In your last letter you refer to having printed and distributed not less than 80,000 copies at any time during the year. We do not understand that this assertion refers to the twelve months past. So far as we know it may cover only eleven months. Moreover, your letter containing this assertion is signed with a hand stamp, which may have been used by the person signing the letter or some other person not in a position to know the facts stated, and possibly not authorized to use the stamp.

You still have an opportunity to furnish us with a statement of circulation in proper form, covering the year 1901, in time for use in the first quarterly edition of the Directory for the coming year. If such a statement is received at this office not later than January 15 it will be in time for attention in the March, 1902, Directory.

We beg to call your particular attention to the inclosed yellow slip.

Very respectfully,
THE AMERICAN NEWSPAPER DIRECTORY,
By P. M. Ayvad.

The slip inclosed consisted of information as to how what is called a "Z" rating could be avoided, and read as follows:

A "Z" rating indicates that a communication received in answer to an application for revision or correction of the circulation rating accorded to the paper fell short of being a satisfactory circulation report because of one or more of the shortcomings specified below:

1. It was not signed.
 2. It was not dated.
 3. It failed to convey the necessary information.
 4. It was not given with sufficient attention to detail.
 5. It did not specify the time supposed to be covered by the report.
 6. It did not cover a period of sufficient duration.
 7. It was signed with a hand stamp.
 8. It was signed by some person whose authority to sign was not explained or known.
 9. It was signed by an initial or by initials only.
 10. It was not given in such a way as would make it possible to hold any one responsible for the information it purported to give, should it afterward be proven untrue.
 11. It failed to strike an average for the period covered in detail, and thereby made it impossible to quote any figures as having been shown by the publisher of the paper.
 12. It failed to clearly state what was meant by the word "circulation."
- The "Z" rating is most largely applied to newspapers whose publishers are better at issuing circulation claims in round figures than in sustaining their claims by facts and records.

ROCHESTER, N. Y., Dec. 7, 1901.
George P. Rowell & Co.:

In reply to your kind favor of the 5th inst. I will state, that our circulation will average 90,000 each issue. The issues for the various months are as follows for the year 1901:

January issue.....	100,000
February ".....	100,000
March ".....	100,000
April ".....	100,000
May ".....	80,000
June ".....	80,000
July ".....	80,000
August ".....	80,000
September ".....	80,000
October ".....	80,000
November ".....	100,000
December ".....	100,000

I will inclose my affidavit, and I trust this will be satisfactory to you. If not, I will be glad to have you state in what respect it is lacking, and I assure you we will furnish what may be desired. This is an important matter with us, since you have been reporting our circulation about 13,000 copies each issue. You can see you have been doing us a great injustice. We have published this paper for over twenty years

and have never misrepresented its circulation, and as a result our advertising patronage has been good, and we have been able since November to increase our advertising rate from 25 cents to 40 cents per line each insertion.

I inclose stamped envelope, and ask you to state whether this is entirely satisfactory to you. Very truly,

CHAS. A. GREEN, Publisher.

AFFIDAVIT.

STATE OF NEW YORK, COUNTY OF MONROE, SS.

ROCHESTER, N. Y., Dec. 7, 1901.

Charles A. Green, publisher of *Green's Fruit Grower*, Rochester, N. Y., being duly sworn, deposes and says: that the circulation of *Green's Fruit Grower* for the year 1901 was as follows:

January	issue.....	100,000
February	".....	100,000
March	".....	100,000
April	".....	100,000
May	".....	80,000
June	".....	80,000
July	".....	80,000
August	".....	80,000
September	".....	80,000
October	".....	80,000
November	".....	100,000
December	".....	100,000

CHARLES A. GREEN.

Sworn to before me this 7th day of December, 1901. WM. H. COOK,

Notary Public.

It will be noted that after all the care taken Mr. Green still left his statement liable to the "Z" rating by a failure to set down the total of the twelve issues and divide it by twelve; but as the figures are such that they can almost be added and divided at a glance, that fault was corrected for him at the Directory office, and in the issue for March, 1902, the first volume of the 34th year of the American Newspaper Directory, *Green's Fruit Grower* will be accorded in plain figures a circulation of 90,000 copies.

GOOD ADVICE.

In sending a short manuscript to an editor there is no objection at all to folding it. Some writers seem to think that it is necessary to mail all manuscripts flat, protected with sheets of pasteboard on both sides. In the case of a book manuscript this is advisable, but there is no sense in sending a short manuscript in this way. Editors object strenuously to rolled manuscripts, because the curl gets into the paper and it is hard to hold them for reading when they are unrolled, but nobody has any prejudice against a neatly-folded manuscript, and only amateurs send out very short manuscripts flat, between pasteboard guards.—*The Writer, Boston.*

Do not let the good things of life rob you of the best things.—*Thoughts for Every-Day Living.*

USES OF ADVERTISING.

The uses of advertising are rapidly increasing. People find that it is easier and far better to make announcements through the advertising columns of the newspaper than by word of mouth or by letter. Thus the great Boston library has profited largely by newspaper advertising. Instead of personal appeals to a few persons for rare collections of books and prints the library managers have expressed their desires in regular "ads," and have been surprised by valuable gifts from unexpected sources. The newspaper reaches virtually everybody.—*Philadelphia Record.*

"JUST AS GOOD."

Man (entering drug store): Say, is the boss in?

Absent-minded clerk: No, but we have something just as good.—*National Advertiser.*

CHANCE makes ninety-nine failures to one success.

The Value of Engraving.

When I sell you any article of jewelry or silverware, I engrave the article free of expense to your special order. It may be a single letter or an elaborate monogram, according to the article and the suitability for engraving. All my engraving is done by hand in a perfect manner, so as to be a lasting pleasure. Engraving makes an article more valuable—a gift more personal. You can't overlook the value of engraving if you have good taste.

Mail Orders Carefully Attended to.

GEO. McL. PRESSON, Jeweler,
15 and 17 Broadway,
Farmington, - - Maine.
TELEPHONE, 20-3.

A good retail ad. It appeared in the Phillips (Me.) Woods (formerly Phonograph), the newspaper which has a larger circulation than any other published in Franklin County and the only one in that section which furnishes a detailed statement of circulation.

TELEPHONE ADVERTISING.

The little square ads of the New York Telephone Company are among the most prominent in metropolitan dailies, as well as the most profitable. A neat black border, a mat of white space and a brief announcement in black gothic are combined in an ad that is able to assert itself in any corner of a crowded advertising page, and it is probable that the New York Telephone Company's returns from an appropriation by no means large will compare favorably with those from any appropriation in the city.

Thirty-five lines are generally used, though larger space is taken for special announcements. The

**Don't Travel,
—Telephone!**

**In Manhattan:
Business Service
from \$5 a month.
Residence Service
from \$4 a month.**

67,000 Stations.

New York Telephone Co.
15 Day St. 111 West 20th St.
215 West 125th St.

little square ad appears every other day in practically all dailies in New York, as well as in weeklies that have a large metropolitan circulation—*Town Topics*, *Vogue*, *The Independent* and some of the religious papers. In larger squares its matter is printed in the cheaper space of the small papers in the Bronx.

The company had been advertising since 1894. In that year its stations numbered 11,000. Before the end of the present year they will have passed the 70,000 mark. This increase has been brought about by judicious advertising, in connection with an active contracting department that follows up each inquiry. In the beginning this department canvassed from house to house in certain districts,

but advertising has brought the demand for telephones to a point where there is much to do to keep up with inquiries.

Results are not easily traced, for inquirers can never tell just where they saw the ad that finally influenced them. Practically, each person who wants a telephone installed has seen the little square in half the mediums in which it appears, and can never tell which was the psychological ad. The company believes that each ad printed goes to swell the whole result, and that twice a week would not be nearly so effective as three times.

"Don't Travel—Telephone," is a phrase that originated with Mr. Webb, the company's advertising manager, and which has been taken up gladly all over the land. "Telephone service puts the whole organization of a great city at your fingers' ends, day and night, in all weathers," is another that carries fully as much meaning per word. Short, forceful phrases are used exclusively, and prices play a large part in every ad. Telephone rates have gone down since the company was organized. In early days there was a uniform rate of \$150 per year per instrument, but now there is a sliding scale, regulated by the actual use of the telephone. Instruments may be had in residences as low as \$48, \$36 and \$24 per year.

Special efforts are made to reach the residences, and for this purpose booklets are used as an auxiliary. These are sent to lists of subscribers who have office instruments only, taken from the company's directory. Agency lists are also used. The company's booklets are uniformly good, each containing the details of some special service.

The general advertising is confined to Manhattan and the Bronx dailies and weeklies. Programmes and charity schemes are never used, though footlines are sometimes printed in programmes of such events as the horse show.

WHEN one's business is in such a shape that he finds it impossible to get out and take a holiday occasionally, there's something wrong with that business.



Don't Shovel Your Dollars

Into your stove without getting good results. You can't get good results from poor coal. If you come to us you will get the best coal in the market. It's perfectly screened. It's free from all coal impurities and burns up to fine ashes.

We guarantee prompt, active service, full weights and courteous treatment.

Lehigh Valley Anthracite White Ash Hard Coal, Chestnut Size \$6.75 per ton. Furnace Size \$6.50 per ton. Pocahontas Smokeless \$4.25 per ton. Sunday Creek Hocking Lump \$3.25.

Lynch's Coal Is Good Coal

Geo. C. Lynch 100 East Street
...Phone 777...

EVEN AN ARTICLE AS PROSAIC AS COAL CAN BE MADE THE SUBJECT OF AN ARTISTIC AD. IT APPEARED IN THE SPRINGFIELD, O., "PRESS-REPUBLIC."

THE ESTHETIC USES OF PUBLICITY.

The late Colonel Mapleson was a master of the art of attracting public attention. When he began there was almost complete ignorance of grand opera in America outside of a few circles where the cult of music was pursued as a sort of sacred mystery. Mapleson, by securing the best singers of his time and by shrewd advertising along lines that made him and his work and his companies and even his properties universally talked about, drew the crowds throughout the United States to hear grand operas. His touchstone was the personal element—himself, his singers, his dancers, their looks, dresses, private lives, their food, their salaries, their musical methods. These were perhaps vulgar methods. But none the less

it was Mapleson who made America learn to know and to like grand opera. —New York World.

THE OLDEST NEWSPAPER IN THE WORLD.

It was supposed until quite recently that *Kin-Pan*, a Chinese journal published in Peking for the last 1,000 years, was the oldest newspaper in the world. In a very able work recently published, however, Imbault Huart, the French Consul at Canton, shows that this honor belongs to the *Tsing Pao*, or *Pekin News*, which has been published continuously since the year 710, and is even said to have been founded some 200 years before that date, or early in the sixth century—800 years before a newspaper was known in Europe.—*Golden Penny*.

Printers' Ink Prize



Seven years ago the Little Schoolmaster offered a sterling silver vase for the advertisement which was considered the best in setting forth the reasons why business people should read and subscribe for PRINTERS' INK. The competition extended over the greater part of a year, and the activity which it aroused among professional and amateur adsmiths was very gratifying. Nearly one thousand advertisements were submitted in all, and a majority of the specimens were superlatively good. They showed for one thing how dear the Little Schoolmaster is to the hearts of many business people, and, above all, they showed and demonstrated how grateful a subject the Little Schoolmaster is to write about. An interesting outcome was the lasting benefit which it brought to a number of bright young men, who were elevated by it into conspicuous notice, and since that time have made advertising their business, and some of whom have been signally successful. The Little Schoolmaster, having often in the past stimulated mental activity by prizes, has now resolved to propose the first prize contest in the new century as follows:

The terms of the competition for the PRINTERS' INK Prizes are as follows:

1 The adsmith desiring to compete shall prepare an advertisement, such as he believes is calculated to influence the reader of it to become possessed with a desire to subscribe for and read PRINTERS' INK—The Little Schoolmaster in the Art of Advertising.

2 When he has prepared his advertisement he shall cause it to be inserted in some newspaper. It does not matter in what paper or periodical it appears, who owns it, or what its circulation or influence, the only point insisted upon is that the adsmith who prepares the advertisement shall cause it to be inserted in a newspaper or periodical of some sort.

3 When the advertisement has appeared as above specified, the adsmith competing shall send by mail a marked copy of the periodical in which he has caused the advertisement to appear, said copy to be addressed simply PRINTERS' INK, No. 10 Spruce Street, New York.

4 The adsmith shall also cut out a copy of the advertisement prepared by him, and inserted as above specified, and shall send the same in a sealed envelope, under letter postage, addressed to the editor of PRINTERS' INK, together with his own name and address, and the name and date of issue of the paper or periodical in which the advertisement has appeared.

5 The editor of PRINTERS' INK will on his part receive the advertisements and papers sent as above and take due note of each.

6 In acknowledgement of and partial payment for such advertisement so submitted, a coupon shall be sent to the adsmith by return mail good for a copy of PRINTERS' INK, to be sent for one year to any person whose name is written across the back of the coupon when returned for redemption.

7 In the first issue in January, 1902, the best advertisement that has been submitted up to the date of going to press will be reproduced in PRINTERS' INK for that date, together with the name of the adsmith by whom it was prepared. The name and date of the paper in which it appeared will also be stated, and two additional coupons, each good for a year's paid in advance subscription to PRINTERS' INK, will then be mailed, one to the adsmith and the other to the advertising manager of the paper in which the advertisement had insertion. These additional coupons can be used as presents to some one likely to appreciate and be benefited by the weekly teachings of The Little Schoolmaster in the Art of Advertising.

8 In the issue of PRINTERS' INK for the week following, a second advertisement will be produced, being the best one sent in since the previous selection was made, and another in issue of PRINTERS' INK that follows, and so on until the competition is closed, and with the appearance of each of these issues, two additional coupons will be duly forwarded, each good for a year's subscription to PRINTERS' INK, to any address written on the back of the coupon when returned for redemption, one coupon being for

Competition for 1902

the disposal of the writer of the advertisement for that week and the other for the business manager of the paper or periodical in which it appeared.

9

Whenever it is thought that the competition has proceeded far enough, and in any event not later than in December, 1902, there will be published in **PRINTERS' INK** the names and addresses of every adsmith who has been so fortunate as to produce an advertisement that has been thought superior to any other sent in during any single week, and from among these there shall be chosen the twelve whose advertisements are thought to be superior to each and all of the others submitted, and thereupon the twelve will be asked to supply each a photograph of himself, from which it will be possible for *The Little Schoolmaster* to have made half-tone portraits for reproduction in **PRINTERS' INK**, and on the week following there will be reproduced reduced fac-similes of the twelve advertisements thought most deserving, and from among the twelve three will be selected, those which are thought more deserving than either of the other nine, and to the constructors of these three will be paid over cash prizes as follows:

\$100 to the adsmith who produced the ad that is deemed the best of all.

\$50 to the adsmith who produced the ad that is second in merit.

\$25 to the adsmith who produced the ad that is third in merit.

10

Of the twelve papers or periodicals in which these best twelve advertisements appeared, the six that are credited with the largest circulation in the latest issue of the *American Newspaper Directory* shall each be entitled to the free insertion of a full-page advertisement in **PRINTERS' INK**, for which the net cash price is one hundred dollars, said page advertising to be used when wanted within six months after the awards have been announced.

11

Every adsmith will make up his advertisement in his own way, and give it such space and display as he sees fit. It will be noted that every competitor will be entitled to a year's subscription to **PRINTERS' INK**, as part

pay for his advertisement, even if he fails to secure one of the cash prizes, or to be one of the twelve who achieve prominence for unusual merit.

12

There is no limit to the number of times that may be essayed by one adsmith. He may, if he chooses, make a new trial every week while the competition is open. Should one man construct all of the three advertisements that surpass the others in merit, there is no condition of the contest that would forbid the giving of all three prizes to one man.

Adwriters everywhere will be interested in the progress of this prize competition and in taking note of the genius and ability exhibited by the adsmiths, amateur or professional, who take a part. An opportunity is thereby offered to bright men to obtain an amount and quality of publicity which money could not be easily made to buy.

Amateur adsmiths will not fail to note that the prize competition offers a rare opportunity to have their successful work passed upon, not only by the *Little Schoolmaster* in the *Art of Advertising*, but by all his pupils everywhere, and the class includes the successful advertisers of the civilized world.

The ads which the prize competition for 1902 calls for need not necessarily be display ads—they may be short essays, if one so prefers, published as provided in the conditions already set forth.

No one is barred from competing. Ad experts, editors, printers, business people, especially young men, are expected to compete. Mere wordings and fine writing may have much less show than the rugged, homely expression of the less literary talent. What is wanted are true, strong, virile statements of facts. The principal far to be emphasized is why a business man, especially a young business man, should read **PRINTERS' INK**.

THE CIRCULATION QUESTION IN ENGLAND.

Mr. James Wann, the head of the great British advertising agency of T. B. Browne, Ltd., London, gave PRINTERS' INK the following views in answer to the question, "What methods of testing circulations do you employ in England?"

"I find it is a practice here in America to state circulations more freely than is done in England, and I also find that there is just as much unreliability in the one country as the other. I have seen lists of circulations here that are inaccurate from beginning to end. To my thinking it is much safer to withhold figures altogether than to attempt to mislead the advertiser. In England the giving of guarantees of circulation is slowly but surely progressing, and there is a hope that, in the course of time, a statement of circulation, accompanied by proof, will be a condition before the giving of an order. But no amount of writing about it, or 'combination' of advertisers, or other 'patent' modes of getting at the truth of circulations will be effective unless the fraudulent publisher is punished in the same manner as the ordinary thief is punished. Two years ago we acted as prosecutors in a case of this kind, and our action resulted in the guilty parties being sent to prison for simply certifying a circulation which they had not. This prosecution of two men—a printer and publisher—had a most salutary effect, and to this day we feel the benefit of the step we took and the expense and trouble we were put to. As you are probably aware, we publish a newspaper directory in London under the title of 'The Advertisers' A. B. C.' It gives a complete list of circulations of newspapers, periodicals and magazines published in the United Kingdom. The great difference between our directory and those published in America is that we give the advertising rates and particulars of each paper, so as to enable an advertiser to issue an order himself if he chooses. We give away this information, of course not to the

extent of revealing our exclusive contracts, but we have found that it pays in the end to give to the public as much information as possible consistent with legitimate business secrets."

"Are English newspaper publishers as a rule willing to tell their circulations?"

"In connection with our directory—yes. Our position on the circulation question is best explained by the following preface to the 'Advertisers' A. B. C.' We use the matter as a leaflet, and here is one:

"These circulations have been furnished us in each case by the publishers of the papers mentioned, and where they have stated that the figures are 'guaranteed,' same will be found noted in the list. We ourselves do not, of course, accept responsibility for the accuracy of any of the statements in this respect which have been supplied to us; but we think that where the circulation is guaranteed—by which expression we take it is meant that proof of the circulation stated, of such a character as to satisfy any reasonable person will, if required, be given by the publisher of the paper—it may be fairly assumed that the figures are approximately correct. At the same time, it does not necessarily follow that because a paper declines to guarantee a certain circulation that such paper does not enjoy the circulation claimed, or something approaching it.

"We ourselves do not understand why a respectable paper should decline to publish its bona fide circulation, for such a statement is only analogous to the practice prevailing in the mercantile world of a vendor giving reasonable proof of the quantity and quality of the goods he offers to a customer. It is quite natural, therefore, that in cases where a paper hesitates to give its circulation, or if when given it fails, when required, to substantiate same by documentary evidence, that an advertiser should receive with a greater amount of caution than would otherwise be the case, a publisher's unverified statements.

"One curious objection that many newspaper proprietors have to stating and guaranteeing their circulations is owing to the untruthful statements alleged to be indulged in by their contemporaries. In writing to us in reply to our suggestion that the guaranteed 'circulation' should be published, we have received from papers issued in the same town a charge of this kind, one against the other. In other cases the newspaper proprietor writes that he would be willing to give the exact figures of his sales if his contemporary would do the same. This strange state of matters has been in existence for years, and as far as one can foresee is, in some directions, likely to continue until the fairness of the principle involved is more generally recognized. If, however, individual newspaper proprietors wish to clear away these cobwebs

of doubt, they cannot do better than set a good example themselves, for if their medium is a sound one with a substantial circulation, they need not fear that it will always not only merit but receive the support of advertisers. It is only by this kind of silent challenge that the truth is likely to be got at, and if the better-conducted papers embrace the opportunity which we have given them of publishing their circulations in the 'A. B. C.' others will not be able, without exciting suspicion, to withhold theirs for any length of time.

"Nothing connected with advertising is of greater importance than that the circulation of papers should be accurately known. It is the thing in advertising that gives value, and no matter how tastefully an advertisement is presented, or how excellent the article advertised may be, the advertising is of little value unless the publication utilized for the purpose has a circulation commensurate with the price paid for the advertising.

"It is constantly argued that circulation is not everything, and it is a favorite device of the advertising canvasser of an inferior paper to lay undue stress, and produce feverish arguments in the hope of convincing an intending advertiser that the publication he represents circulates among a superior class of people, and that the returns to the advertiser will in consequence be greater in proportion than from an advertisement inserted in any publication admittedly possessing a much larger circulation.

"But arguments of that sort should be entirely lost on advertisers. They or their agents are perfectly competent—indeed, more competent than any other party—of judging as to the quality of the circulation for their advertisement. They do not require to be told that advertisements in — are paid for at a higher rate than those in —.

On the other hand, they are perfectly aware that publications, such, for example as *Punch*, may have more readers than are indicated by the copies actually printed and sold. But in this case again, advertisers or their advisers are quite able to judge for themselves as to how much extra value they ought to place on this repeated circulation.

"The one thing, therefore, that the advertiser ought to know when about to advertise in a publication—especially if for the first time—is: How many copies are printed and published in good faith. With a clear statement as to this he has sufficient material to enable him to make an accurate appraisal of the value of the paper in which he intends to advertise. Long experience and close observation in the advertising business, and the knowledge gained by the advertiser that he has found his advertising pay in any particular publication, may sometimes enable the advertiser to dispense with a statement of exact circulation; but, especially in the case of new papers, there is no absolute safety without such a statement, and vouched, if required, by satisfactory evidence.

"It is, therefore, of great importance that the meaning of the word 'circulation' should be clearly defined. From the point of view of the old time pub-

lisher, it meant the number of readers of one particular paper, and at a time when the price of publications was considerably higher than it is now, the publisher was justified in taking that view of the matter. Hence, from the practice of giving as circulation the number of readers—which 25 or 30 years ago was approximately correct—probably arises the habit of overstating the circulation at the present date, when the conditions under which publications are read are altogether changed. The honest publisher of the present day probably means, when he states his circulation, that it is the number he prints, and, provided his returns of unsold copies be not excessive, the statement is sufficiently accurate to enable the advertising to be valued.

"From the point of view of the advertiser, however, circulation means the number of copies sold singly to individual readers. The publisher may contend that it is impossible for him to give this information because in many instances his paper is sold outright to agents, from whom no returns are received. Further, the publisher may claim that his advertising revenue is required to produce his paper, and that, so long as he does not print an excessive number, he is entitled to claim that the number he prints is the circulation.

"We have not found advertisers to be too exacting in the matter, and we have, in our own business, adopted the following conditions as to circulation where provision is made for a guarantee:

"CIRCULATION.

"When our advertisement order provides for a specified circulation, before the account for such advertising can be passed a certificate, duly signed by the printer and the publisher, must be furnished to us showing the actual number of copies, containing our advertising, printed and sent out for sale to the trade on the date or dates comprised in our order. In the event of the unsold copies exceeding five per cent of the total number printed, such excess shall be deducted from the number certified as aforesaid, before the certificate is furnished."

ADVERTISING PHRASE ILLUSTRATED.



"CAN'T BE MATCHED."

THE "NONE-SUCH" STORY.

None-Such Mince Meat was one of the first food products put up in condensed form in a cleanly, compact package. When it was marketed about ten years ago it was largely advertised in leading dailies throughout the country. It made its way at once, and though the advertising was stopped altogether in 1895 its sales have kept increasing in steady ratio. Last year ten million packages were sold. Each package contains enough mince meat to make two pies of regulation size, so, counting five "cuts" to the pie, there was a wedge and a quarter for every mortal in the United States. Or, by another calculation of the None-Such statistician, there was a column of pies 315 miles high, reckoning an inch to the pie.

About four months ago the Merrell-Soule Company, Syracuse, N. Y., makers of None-Such and other prepared foods, began a new advertising campaign for their chief product. This campaign is to accomplish two distinct things. First, the leading magazines are being used to increase the general sales; second, a direct attack upon wet mince meat is being conducted in Pennsylvania, New Jersey, Indiana and parts of Minnesota.

These sections of the country are known as "the wet mince meat territory." Sales of None-Such have always been large in these States, but for some reason the old-fashioned mince meat in pails retains its hold upon popular favor. The copy furnished to 400 dailies in this territory is radically different from the magazine copy in some respects. Stress is laid upon the uncleanness of the wet mince meat, its admirable qualities as a breeding for the ever-potent microbe, its exposure to dirt, dust and flies and so on. The superiority of the modern carton is used as a streak of pure white against the black name of the antiquated sort, and the result is a very convincing series of newspaper ads.

The magazine copy is also forceful and distinct. "Line" etchings are used exclusively, for the George Batten agency folks, who prepare and place the None-

Such publicity, believe that the halftone has been somewhat overdone in magazines. About 25 magazines, comprising all the leading monthlies and weeklies, are being used. The pictures are peculiarly adapted to the subject of mince meat, and the whole series furnishes a good study in the art of getting attractive advertising pictures out of the article to be exploited, rather than making the latter subservient to merely ornamental illustrations. All the lore, sentiment and implements of pie-making have been turned into material. Rolling pins, pies in the whole and in the wedge, pie crust and the pretty pie-maker herself have been utilized to good purpose in catchlines and ads, and the one piece of pie impedimenta that has not been turned to account is the still popular but vulgar knife.

Stress is also laid upon the fact that None-Such makes excellent fruit cake and fruit pudding, and the statistical sharp dwells lovingly upon the hundred carloads of seedless raisins that were used last year in the Merrell-Soule plant. In the newspaper campaign the main endeavor, next to the force of the ads, is to have them of various shapes. Though they take nearly the same number of agate lines in their several sizes they are all different in form and appearance. The three sheets sent out to the foremen of composing rooms are highly instructive as a study in variation. The mince meat season proper begins in September and ends in May, consequently the newspaper ads start off with three or four inches double column, continuing thus until early spring, then gradually decreasing in size. Four and five line readers are run in connection.

Although this advertising has been running but a short time the returns have been appreciable, and satisfactory results seem certain. No attempt is made to "key." It is the opinion of Mr. Johns, of the Batten agency, that "keying" is not profitable when the advertised commodity is sold through dealers. Friendly relations with grocers and judgment in selecting mediums must take its place.



Comments on Three Standards

When we want information in regard to a newspaper or instruction upon up-to-date topics in the newspaper we go to PRINTERS' INK. The newspaper fraternity turn to its pages the same as the druggist does to his dispensatory to be correct in filling a prescription. Geo. P. Rowell & Company's Newspaper Directory, which is regarded as a part of PRINTERS' INK, or vice versa, is referred to for newspaper information the same as Webster's Dictionary is for the solution of complex words.—*Memphis (Tenn.) Herald, Saturday, Nov. 9, 1901.*

THE COUNTRY PAPER.

Amid the pile of papers,
That swamp my desk each day
And drive me weak with clipping
And filing stuff away,
Comes once a week—on Thursday—
The quaint old four-page sheet
That's printed up in Pelham,
A drowsy county seat.

You see, 'twas up in Pelham
That first I saw the light,
And—well, my heart grows softer
And I feel my eyes shine bright;
Right reverent my touch is,
It spreads the columns wide,
The local's what I'm seeking—
The patented inside.

Ah, here it is: "The County,"
And "Jottings," "Local News"—
You learn who's traded horses
And who have rented pews;
It tells about the schoolhouse
Where we used to sit and dream,
A-watching dust specks dancing
In the sunlight's shifty beam.

The sturdy names of boyhood
Come tumbling through our thought,
Of Tom and Brick and Fatsey—
How we loved and how we fought!
The friends when years grew graver,
Called now beyond our ken,
In the type-lines of the paper
They live and speak again.

Oh, toilers in life's workshops,
Are not those dream-mists sweet,
Which memory casts about us
When past and present meet?
And so, I love that paper
From the village in the hills
For the old life that it wakens,
For the weariness it stills.
—Nathaniel S. Olds, in *Rochester Post*.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$26 a line. No display other than 2-line initial letter. Must be handed in one week in advance.

ALABAMA.

THE EAGLE, semi-monthly 4 pages. Send for rates. A. R. DAVISON, pub., Kemsaville, Ala.

PRACTICAL WEATHER. Published once a month. Publishes Dunne's famous Forecasts of the Weather, the most accurate and reliable long range forecasts ever appearing in print, based on terrestrial meteorological data, and on as sound scientific principles as those of our National Weather Bureau's. It also publishes interesting articles on the philosophy of the weather.

PRACTICAL WEATHER circulates in every State, also Canada and Mexico and our new possessions. It also goes to India, Australia, and nearly all the countries in Europe. It has some of the best intelligence of the world among its subscribers, representing almost every profession, trade and calling. It is truly cosmopolitan and an A1 advertising medium for this and foreign countries. Rates for advertising furnished on application. Address **PRACTICAL WEATHER PUBLISHING CO.,** Montgomery, Ala.

WE DO ADDRESSING for those wishing to circularize the Best Mail Order People in America. Our list comprises about 200,000 names. Have complete checking system. NO DUPLICATE NAMES. List addressed for only one house in a given line. Can you use them? Rates reasonable.

INSTRUCTOR PUBLISHING COMPANY, Dansville, N. Y.

ILLINOIS.

THE JOURNAL OF THE SCIENCE OF ORTHOPEDY. DR. J. M. LITTLEJOHN, President Am. College of Osteopathic Medicine and Surgery, editor. 1 Warren Ave., Chicago, Ill.

MASSACHUSETTS.

THE Lowell, Mass., TELEGRAM is the only Sunday paper published in Middlesex County. It is delivered direct to the homes in Lowell and all the surrounding towns on a day when people have time to read. It has more readers than any three other Lowell papers combined. It carries more home advertising than any two other local papers because it pays advertisers best. Write for sample copy; it will speak for itself. New York office, 150 Nassau St. (S. S. Vreeland, representative), Boston office, 12 Globe Bldg. (John P. Ackers, representative). Home Office, 23 Merrimack St., Lowell, Mass.

WISCONSIN.

DODGE COUNTY FARMER, Beaver Dam, Wis. Stock raising and farming. Circ'n 1900, 1,414.

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—*Chicago (Ill.) News*.

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$6 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address PRINTERS' INK, 10 Spruce St., New York.

BOTTLING.

IF you wish to reach the bottling trade of this country, advertise in the AMERICAN CARBONATOR AND BOTTLER, 67 Liberty St., New York. Established in 1881.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position if granted. Must be handed in one week in advance.

On Christmas \$100 in gold will be given for best reason why every married man should read "What Happened to Wigglesworth," humorous book by W. O. Fuller, of Rockland (Me.) COURIER-GAZETTE. Particulars with each copy of book. Ask your bookseller about it.

The Frost (Minn.) Record

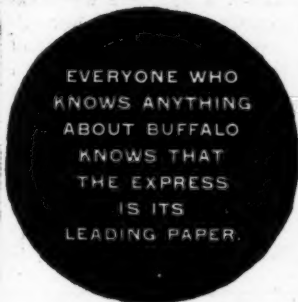
is a country weekly that is held in high esteem by its readers, who are a thrifty and prosperous class of people. It is a good advertising medium to reach the country population who are settled in this part of the United States noted for its famous wheat fields.

Great Britain.
GORDON & GOTCH
 ADVERTISERS' AGENTS, Est. 1853.
 15 St. Bride St., London, England.

Do you want to reach the best people in the United States, who HAVE money to spend? If so

ADVERTISE IN
The Church Eclectic

(The ONLY Monthly Magazine of the Protestant Episcopal Church.) Circulates in every principal city of the Union and in thousands of the nicest and best appointed country homes. Address Advertising Mgr. "THE CHURCH ECLECTIC," 114 Times Building, New York, N. Y.



To get the Lowest Prices
 Consult Philip Hano & Co.

The privilege solicited of submitting our samples and estimates for all orders of duplicating books and blanks. Expert knowledge is used in selecting papers, writing forms, and in applying carbon papers for uses with pen, pencil or typewriter. Our prices are positively always the lowest for the same quality and quantity. The labor and materials used are excellent. Send for agent to call.

PHILIP HANO & CO.,

Largest Mfrs. in the World of Manifold Books and Carbon Papers.

1 & 3 Union Sq., New York.



Three Thousand New Subscribers since September 1st

Memphis Evening
18,000
Circulation Daily
Scimitar

This statement will astonish a great many advertisers, but, nevertheless it is true. The reason for this enormous increase? Memphis being an almost exclusive cotton country, the market reports are in demand at the earliest possible moment. The **Scimitar** gives a complete closing of all markets of the world twelve to sixteen hours in advance of all other papers in its territory. This being the fact, and with many other improvements which have recently been made in order to make the **Scimitar** the liveliest paper in its field, it should pay you to investigate the merits of the paper as an advertising medium. The paper has an exclusive day Associated Press franchise and runs from ten to sixteen pages daily. Correspondents in every important city in the Southern States. Is delivered by carrier in over two hundred surrounding towns.

For rates and other information write

R. A. CRAIG (IN CHARGE OF FOREIGN ADVERTISING)

41 TIMES BLDG., NEW YORK

87 WASHINGTON ST., CHICAGO

The American Invaders

THEIR PLANS, TACTICS AND PROGRESS.

Written by An Englishman.



Panic in England over American competition in trade. America is ahead in iron and steel industries, and making gaps in shipping business. Competing in cotton and planning to take away export coal trade. America at one time was Great Britain's biggest customer; now the situation is reversed. The franchise of cable tramways went begging until a shrewd Yankee came along and secured the right for a small sum; and at the present day is coinng considerable capital from the venture. The American and Liverpool Diamond Match Company was divided at one time, but now the entire industry is in American hands. "Driving" is the rule in American industry. American typewriters are reputed to make a weekly profit of four thousand pounds. The patents on most of the typewriters have expired, but even with this out of the way the British are not able to compete. One half of all the motors used in Great Britain are manufactured by Americans. The Eastman kodak opened their eyes to the cheapness and fine work the kodak can turn out. The automatic carpet sweepers are incidentally mentioned to show what a small household invention can do in the way of making money. The shirt-waist trade, which is a large industry, is controlled by Americans. American drugs also have the call, as they are up to date, and they are in the lead of anything from Europe. An Englishman gets up in the morning, dresses himself with everything American and goes down to his breakfast of American products, cereal foods; and even his table and furniture are American make. The up-to-date newspapers use American printing presses, linotype machines and modern American machinery.

Hustling appears to be the motto for American machinery by Americans. It is claimed that America succeeds because of climate, better education, longer working hours, willingness to receive new ideas, and, most of all, freedom from hampering conditions.

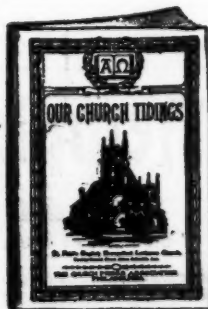
The secret of American success is told in this startling book of facts and figures. All new dealers. Price 25 cents. If ordered by mail include 5 cents for postage. STREET & SMITH, Publishers, 238 William St., N. Y.

RIPANS

My family physician told me to try Ripans Tabules, as he had found them of great benefit in several obstinate cases of indigestion and dyspepsia. I felt better within a day, and was soon greatly relieved. I have always been subject to bad sick headache until I began taking the Tabules, and you don't know what a relief it is to be entirely free from these.

At druggists.

The Five-Cent packet is enough for an ordinary occasion. The family bottle, 60 cents, contains a supply for a year.



Thirty Different Church Magazines
published for thirty leading Churches of different denominations in Philadelphia, New York, Washington, Boston, Buffalo.

THIRTY DIFFERENT MAGAZINES PRINTED EACH DAY OF THE MONTH
for a different Church—the 30 in 30 days.
AN EXCELLENT ADVERTISING MEDIUM

for the general advertiser. Used and endorsed by the best firms. Carry the following ads: Fears' Soap, Ivory Soap, Baker's Chocolate, Van Houten's Cocoa, Campbell's Soup, Hires' Root Beer, Electro Silica, Knox's Gelatine, Uneda Biscuit, Winslow's Syrup, Oakville Co. and many others, on annual contracts. These journals pay such advertisers and will pay you. Send for specimen copies and rates to

THE CHURCH PRESS ASSOCIATION
300 South 10th St., Philadelphia, Pa.

THE ST. PAUL GLOBE

Improved in every department. Brimful of news
and special features.

A very substantial gain in circulation has been made and
this is being steadily increased.

CHAS. H. EDDY, 10 Spruce St., New York, Eastern Representative.

No Effort Necessary

The man who wishes to get out a booklet to advertise his business need not expend much effort. All that is necessary is to give us an indication of what he desires. We will have the matter written, set it up, select the paper, ink, etc. He will then O. K. what we have suggested, tell us how many copies he wishes, and the thing is done! Write us if you are interested.

PRINTERS' INK PRESS, 10 Spruce Street, New York

AND NOW IT'S 10,000

The Press Republic

SPRINGFIELD, OHIO,

Is rapidly becoming the whole thing in Central Ohio. In less than two years its **circulation has increased more than 300 per cent**, and now it's guaranteed to average **10,000 paid circulation daily**. The Citizen's National Bank will pay \$1,000 to the first advertiser proving our sworn circulation statements to be untrue, or proving the actual paid circulation of the **PRESS REPUBLIC** is less than the combined circulation of all other Springfield daily papers.

La Coste & Maxwell, 38 Park Row, New York,
Eastern Representatives.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Don't think it's all over and quit; there'll be lots of buying to return unexpected favors, and many people make "New Year's" rather more of a gift day than Christmas. Don't let the inevitable after-holiday slump take place any sooner than it must—keep things moving during the week after Christmas by doing all you can to popularize this coming January first as a day for gift making. Lots of things, like calendars, diaries, etc., are especially appropriate. Pick out such things and push them into the newspapers, if you want to push them out of the store.

Here are some suggestions:

Blank Books

Just two ways of getting the kinds you want. Come here and get what you want when you want it, or send to New York, wait a week or more to get, as likely as not, what you don't want. Coming here is cheaper, too. Try it next time.

Keeping a Diary

doesn't necessarily mean to fill a page as long as a column in the News, each day. Diaries are made in all sizes and shapes to accommodate the needs of all sorts of people. If you're a busy business man with barely time to make brief memoranda each day, here's a handy pocket diary, substantially bound, and ruled with only a few lines for each day. If you're a man of leisure, or if you've a special liking for keeping a diary, here are diaries that will hold under each day's heading all that you'll care to write.

Just one brief note in a diary might easily save a thousand times the diary's cost. There's no better way of keeping a systematic record of daily events and matters of importance.

You'll want to "keep" one of our diaries, after you've seen them and their low prices—20c. to \$1.50.

Dying December

concludes A. D. 190: and bequeathes to the coming New Year her remaining "Holiday Novelties." Those on sale in our establishment represent the better workmanship of the closing year.

Would you start your friend's mind on an occasional train of pleasant memories? Exchange a little of your precious cash for one of our practical presents as a New Year gift, and your desire shall have been gratified.

Choice New Year Gifts

are sought and readily found among our unique holiday novelties. Three chief reasons for this. First: The absence of rubbish. Second: The presence of practicability. Third: The appeal of prices to cautious buyers.

Fact is, that, so far as we are concerned, profits cut no figure in the disposal of remaining holiday goods. As to your profit, the inference is easily drawn. . . . Going to keep diary of 1902? We sell them.

Certainly It's Sensible

Sensible in the extreme, to buy practical and useful articles for New Year gifts. The best "reminder" is one that enters into life's realities, helping to sweeten the cares of each passing day.

Practical givers buy our exclusive holiday stationery artistically boxed. Latest leather pocket books. Leather lap tablets. Gold pens. Seals. Diaries. Fountain Pens. Postage stamp cases. Ink wells, etc., etc.

Quantities are not so large, but the variety and condition of remaining "Holiday Novelties" is ample for the most particular present seeker. Count upon the same courteous attention that characterized our before-Christmas selling.

Balance Your Books

All the account books you ever bought. Compare one set with another. See where you bought them—what they cost—how they lasted. Find a single rickety one with Dorman's name on it if you can.

Pretty provoking to have a book thumb out or fall apart before the year closes, isn't it? No "seconds" ever get a foothold in our blank book stock. Every book is sold with a guarantee, whether we make it, or whether we buy it to sell again.

Send Your Subscriptions

to us, whether renewals of your own subscriptions, or as New Year presents for your friends. The paper or magazine that you subscribe for will be mailed to you regularly by the publishers, and you'll gain the difference between publishers' prices and ours. ("Differences" shown here.) Almost every other standard publication at less than publishers' price. Send to us, on a postal card, the names of any other publications on which you'd like prices, and we'll quote our low prices, promptly. Let us hear from you.

Sleighs and Robes. A Good One to Print Now.

When the Snow Flies You'll Want a Sleigh

And bear in mind this pertinent fact: this is the repository that will sell you one at a very low figure.

We have nearly a hundred sleighs that must go to make room for other goods, so take advantage of your opportunity.

The weather prophet says robes and blankets, and if he could speak further he would say that the place to buy those necessary comforts was here.

We have a stock of robes unsurpassed by any establishment between New York and Boston.

Blankets all the way from 75c. upward.

A Bible Bargain

We never expected to offer you a greater bargain in Bibles than our \$1.25 Teachers' Oxford Bible, but a little rivalry between publishers has made it possible for us to offer you a Bible for \$1.75, that up to a short time ago cost the retailer \$2 each in lots of one hundred.

This is a small Bible with large print; has durable, overlapping leather binding, gilt edged pages $5\frac{1}{2} \times 8$ inches, good paper, Bible helps and a series of maps. The usual price is \$3, and when you see the book you'll say it's worth it. If they had come in time for the holiday trade, this hundred would have been gone, long ago.

The Day After

Were you disappointed in any way at what old Santa did for you yesterday? Hope not; but if there is still a discrepancy in your wardrobe you can fill it here to your advantage. Everything that aids to man's comfort and correct appearance can be had at Leland's, 241-243 Main street, and a liberal guarantee goes with each sale—your money back at any time.

Billiards and Pool.

No Winter Amusement

can compare with a game of pool or billiards. When you feel like playing drop in here. Ten tables—and the best equipped parlor in the city.

Seems Sincere.

Our 35c Coffee

Three pounds for a dollar that's the way we sell it—it's pure Mocha and Java and we don't care how much more you pay, you can't beat it.

It's got strength, because it doesn't stand around for weeks after it's roasted; it's got flavor and pleasant aroma.

If you buy a pound of this coffee this week we will make you a present of a neat little nickel plated salt or pepper shaker just as you choose—ask for it.

*How Folks With Cold Feet Will
"Warm" Toward This One.*

A Hot Soapstone

is just what you need when driving on these cold days—put it in the bottom of your buggy or wagon and it will keep you as warm as toast. We have them in large feet size, 40c.—and smaller ones for smaller feet, 30c. We keep them hot, ready for use.

Horse Overcoats

A man bought one of our \$4 horse blankets last week. He was so pleased with it that he uses it on his bed, and said he wouldn't take \$10 for it. We have a few more of the same kind left. Our \$2 blanket is a world beater in beauty and quality. We have a lot of other grades at other prices, so that we can satisfy anybody who has a blanket need.

If you are a farmer and have to drive to town, come in and warm up and look around. You are always welcome.

Smoked Shoulders

Monday we will sell little smoked shoulders, none of them over 6 pound and the average about 5 pounds. You can't buy any better anywhere, 10c. a pound. Do not confound these with the large shoulders, which can be sold at 7c. a pound to good advantage.

Carpets for Gifts

Absurd idea, isn't it? Everybody thought the same when dress goods were proposed, not so many years ago. Think a minute—the average carpet is made rug fashion nowadays—it's the only sensible way unless one owns the house or has a long lease on one's abode.

Rug fashion means "just about"—you can guess sizes safely.

The regular stocks are rich and full, of course.

This special lot besides—Tapestry carpet, or tapestry brussels, as almost all of you call it—9,500 yards in thirty styles—for rooms and halls and stairs—65c. a yard.

Some were 75c., some 85c.—and the styles and colorings are all you'd ask.

Interesting and Convincing.

The House that a Kelsey Heats

cannot be anything else than a perfectly and properly heated house.

The study of heating apparatus may not be highly exciting, but it is very necessary if you intend to heat a house.

It is the same old story of the "ounce of prevention."

Once installed in your home a heater is there for "better or worse."

Then begin your troubles or your satisfaction.

Given the problem of heating so many rooms in your house, of heating them to an even, proper temperature on coldest days as well as moderate days, of furnishing the proper quality of heat as well as quantity, of heating them economically—and you have a problem that only a Kelsey will solve.

The Kelsey Warm Air Generator is not a magical heater—just a remarkable heater.

The disadvantages of other forms of heating have been overcome in a simple way. Extraordinary large heating surfaces and air space in the Kelsey "sections" accomplish it all.

Kelsey heating equals indirect steam or hot water at half the expense.

Call, telephone or write.

For Flour.

Our "Golden Gate" flour, \$1 per large sack, contains all of the fifteen elements that compose the human body. If properly cooked it makes a perfect food. It is strong in gluten; it will raise equal to any high grade flour. The bread will be sweet and keep moist a long time. The loaf will not be as white as high grade flour—that shows a healthy bread. That's not all. It will save you 15c. or 20c. a sack. If a penny saved is equal to two earned, that's as good as earning 40 cents, and much easier.

Our "Imperial" flour is all right. The bread will be white and light. We have sold 600 sacks, no complaints. Every sack guaranteed to give absolute and complete satisfaction—that means money back if it doesn't.

ALL

advertisers who desire to
cover the Chicago field
must

USE

the paper that is read in the
homes of the people,

**The
Chronicle**

It covers Illinois, Wisconsin,
Iowa, Northern Indiana
and Southern Michigan.

The Magazine *of* Mysteries

has reached a circulation of *Forty Thousand Copies* in *Eight Months*. It is filled with the best matter that can be produced. All publishers may clip from it and reproduce its special articles if proper credit is given. It's a storehouse of the best thought and will save editors many a weary hour. It is filled to the brim with matter. No advertisements are taken and there are no free sample copies. Send 10 cents for December issue or buy it from newsdealers. It's worth many times what it costs.

Address, inclosing 10 cents for sample copy, if you do not find it at your newsdealer's, THE MAGAZINE OF MYSTERIES, No. 22 North William St., New York City.

The following is an extract from a letter received from Mrs. Henrietta E. Munro, at the head of the great concern known as Munro's Publishing House, New York: "I have looked over THE MAGAZINE OF MYSTERIES and am greatly pleased with its contents—they are so varied and excellent in every particular. * * * The matter (so far as I have seen of the magazine) is bright, interesting and helpful."

The Herold's \$100 Prize awarded



The Prize of One Hundred Dollars offered by The Herold Company, for the best idea illustrating the fact that "THE MILWAUKEE HEROLD is delivered and paid for at more Milwaukee homes than any other morning or evening newspaper," has been awarded to the talented artist, Mr. F. W. Heine of Milwaukee.

The original design is in water color and on exhibition at the Herold Office. The design very aptly illustrates the continuous growth of THE HEROLD since its establishment in 1854 and its present position in Milwaukee. The accompanying black and white reproduction gives but an inkling of the beauty and effectiveness of the original. The design has been protected by proper registration in the Patent Office at Washington.

Inasmuch as designs and ideas were received from nearly every State in the Union and even from England, it is highly creditable to Mr. Heine that the prize awarded has fallen to him.

A Circulation Triumph in Canada!

The Montreal

La Presse

has reached the

69,000

mark.

Printed, sold and read daily!

It is the French journal which possesses the greatest circulation on the whole continent of America. It stands

HEAD AND SHOULDERS ABOVE ALL OTHERS.

It beats by 55,000 copies daily the circulation of the next largest French journal published in Canada.

It beats by 21,000 copies daily the combined circulation of the eight other French dailies.

IT FURTHER EXCEEDS

by 20,000 copies that of any English daily also published in Canada.

THESE TREMENDOUS DIFFERENCES

thoroughly demonstrate why the advertisers in LA PRESSE are mostly all money makers.

THE ONLY ONE

Remember that you can only treat a mail order patron shabbily once—you will not be given an opportunity to repeat the dose. Moral: Make a friend of every person you can. Satisfied patrons are the best advertisements you can get. They send you the business of friends that you would not otherwise get.

—THE ADVISOR.

I have the honor of being the only ink man in the whole world whose business has been built up solely by mail; and, if I had treated my patrons shabbily, the red flag of the sheriff would have flown from my windows long ago.

I make a friend of every person who buys from me. I employ no gum-shoe methods. I have no private office to entertain special buyers. They all look alike to me. I personally handle the reins of my business, and no order is too small to be acknowledged. I ship all orders on the day I receive them, unless the ink is of special manufacture, when I do so notify the customer.

The printers who buy my goods act as my agents, by telling their friends of the good qualities of Jonson's inks and their cheapness in price. I have over one thousand customers in my own city, which is evidence that I am best liked where best known.

Start the new year right by sending me a small order; but don't forget that I must have the cash before I ship the goods. Money back if dissatisfied. Send for my price list. Address

PRINTERS INK JONSON

17 Spruce Street, New York

The Philadelphia **INQUIRER**

**During the Month of November, 1901,
Printed More Paid Advertising Than Any
Other Newspaper in the United States,**
As is shown by the following table giving the
total number of agate lines of advertising con-
tained in each of the newspapers mentioned.

Inquirer, PHILADELPHIA 739,800

World, New York	647,855
Tribune, Chicago	633,003
Eagle, Brooklyn	606,249
Evening News, Chicago	586,308
Record, Philadelphia	583,200
American, Baltimore	549,775
Globe, Boston	517,200
Post-Dispatch, St. Louis	503,229
Journal, New York	467,095
Republic, St. Louis	415,569
Plain Dealer, Cleveland	386,350

Although the above list is a very comprehensive one and includes nearly all the leading newspapers of the country, there are some whose figures were not available at the time of going to press, that are necessarily omitted. It is without doubt, however, that their advertising totals for the month fall far below The Inquirer's grand record, and it is beyond dispute that in point of volume of paid advertising printed last month

THE PHILADELPHIA INQUIRER LEADS THE ENTIRE COUNTRY

It is because advertisers have learned that Inquirer Ads always bring positive results, and represent money profitably invested.

THE PHILADELPHIA INQUIRER

1109 Market St., Phila., Pa.

NEW YORK OFFICE
Nos. 86-87 Tribune Building

CHICAGO OFFICE
308 Stock Exchange Building

